# WHOLESALER'S SALESMAN

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# FACTS YOU CAN USE TO SELL MORE AND BETTER WIRING JOBS

## FIRST... Measure All Three!

**CODE WIRE**
**TYPE R**

Meets all "code" requirements but is limited to 50° C. operation.

**PERFORMANCE**
**TYPE RP**

This better grade insulation permits operation at 60° C. Carries heavier current loadings or allows use of smaller size conductors.

**HAZARD PERFORMITE**
**TYPE RH**

A superior insulation in every respect. Operating temperature 75° C. Permits still greater current loadings or even smaller conductors. Performite is super-aging... resistant to heat and moisture... lasts indefinitely... meets Federal Specs. J-C-106-a and J-C-121.

## SECOND... Compare Typical Wiring Costs of All Three!

| Conductor Size A W G | Carrying Capacity in Amperes 3 Cond. 30 Ambient | | | Relative Cost* per 100 Amp. — ft. (IAEI Bulletin, Jan. 1941) | | |
|---|---|---|---|---|---|---|
| | Type R | Type RP | HAZARD Performite Type RH | Type R | Type RP | HAZARD Performite Type RH |
| 2 | 80 | 96 | 115 | $.867 | .770 | .670 |
| 4/0 | 160 | 193 | 230 | $.970 | .870 | .740 |

**Naturally if the full carrying capacity of the conductors is not available because of excessive voltage drop, the comparison will have to be modified proportionately.*

## WITH ALL ITS ADVANTAGES... HAZARD PERFORMITE COSTS LESS PER AMPERE CARRIED

There are the facts! Relative costs figured from actual installations show that even the first cost of HAZARD Performite is actually less than Type R wire in a great many cases. This is true because this superior insulation permits greater load carrying or makes it possible to use smaller conductors for the same load. Both ways bring important copper savings and add materially to the life of the circuit.

**For full information on HAZARD Performite, Type RH or Type RHT (small diameter for new wiring and rewiring), WRITE TODAY.**

**HAZARD INSULATED WIRE WORKS**
DIVISION OF THE OKONITE COMPANY
Works: Wilkes-Barre, Pennsylvania
*Offices in Principal Cities*

**HAZARD**
**PERFORMITE TYPE RH**

# TIMES and TRENDS

OCTOBER.....1941

**Convention** When the gavel falls in Detroit on October 14th at the opening session of the National Electrical Wholesalers Association convention, it will mark the beginning of the most momentous series of meetings that the industry has witnessed in over a score of years.

In character, the problems and conditions confronting the electrical wholesaler of today are similar to those with which the association battled in May 1918 at Hot Springs, but range, ramifications and implications in today's situation make the problems of 1941 seem much more involved.

We hold abiding faith in the ultimate ability of the industry to emerge victoriously and stronger than ever before out of this period of trials and tribulations. Yet—we would be doing less than our duty if we were not to sound the warning that the struggle for survival and eventual victory will be a strenuous one—may be a long one.

The immediate demands of the National Defense Program are imposing many strains and stresses that eventually, for a time at least, may result in hardships and losses. Furthermore, in steadily increasing measure, business has to take orders from Washington.

Unfortunately there are at work in Washington—visible or under cover—many forces that would like to see our entire economic structure torn down and then rebuilt to a pattern in which freedom of action, speech and enterprise would have little or no recognition.

One of the pet ideas of certain of those theorists is the elimination of free production and distribution. It involves the setting up of a controlled structure in which the wholesaler has no place.

Obviously it will be difficult to impose such revolutionary changes upon a business community in which the existing units have demonstrated, beyond all reasonable doubt, that they are serving the country and the public efficiently, promptly and at such very low cost.

Hence it becomes the solemn duty of every electrical wholesaler and his staff to consider the present national emergency as a new opportunity for service. Every facility and effort should be geared into the needs of the times with defense requirements given the absolute right of way and civilian needs served as far and as effectively as government regulations will permit.

The electrical wholesaling industry was strong and vital before this national emergency arose. It must carry on at all cost, while obeying all the rules. It must prove regardless of circumstances, that it can keep pace with whatever may be the demands, that it can serve completely efficiently, economically, in peace, in defense, even in war. It must emerge from this period stronger and more vital than it was ever before.

That is the ultimate objective which must be kept clearly in mind by all who attend and take part in the deliberations at the 1941 Detroit Convention.



**Appropriations** Figures just released by OPM show that by the end of August, 1941, the huge sum of $60,016,000,000 had been appropriated for national defense and British war orders.

Of that total, airplanes took 20.8 percent, ordnance 19.9 percent, marine construction 19.2 percent, industrial facilities 9.9 percent, construction for army and other defense needs 8.0 percent and miscellaneous items for balance.

One Washingtonian says that this is only the beginning, to watch out if we get into a shooting war, that then you'll find out that 'you ain't seen nothin' yet." Anyhow, to be up-to-date you have to know how to talk in billions fluently.



**Truly Great** In recent years no one would have disputed the assertion that the electrical industry ranks among the greatest of all, having achieved that status in the short span of 60 years. Today, with defense products and armament demanding the utmost from all

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# Lighting

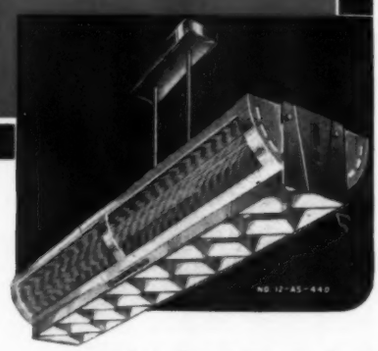
## SPEED UP PRODUCTION

With these proven efficient and high quality fluorescent industrial units. Obtain Maximum Productive capacity through higher lighting levels that cut down employee fatigue and enable utilization of all dark space wasted by improper lighting. Abundant cool glareless fluorescent light, the closest approach to north light—gives you daylight on every shift and assures equal efficiency around the clock. High quality workmanship is obtained by enabling employees to see easier and quicker—A necessity for efficient production.

Fluorescent Industrial unit, illustrated above, may be installed individually or in continuous runs and is obtainable in a one—two or three lamp unit. For either 40 watt or 100 watt fluorescent lamps. Wired complete and Underwriter's approved. Wiring may be exposed at any time quickly and easily without dismembering the fixture due to "Lighting Products" Patent "One-Man Installation" feature.

Fixture exterior finished in "Klasium Luminex" similar to an aluminum finish. The Reflector is finished in "Klasium White" Lighting Products' own specially compounded white enamel which gives you *more light per watt* due to its high reflectivity and is readily washable, corrosion resistant and will not discolor, crack or chip.

Without obligation write today for detailed information about these highly efficient—simple to install—fluorescent luminaires—Members of the Fleur-O-Lier.



**4 Light Commercial**

No. 12AS-4-40 for four 40 watt fluorescent lamps.

**2 Light Commercial**

No. 18AS-2-40 for two 40 watt fluorescent lamps.

No. 18AS-2-100 for two 100 watt fluorescent lamps.

**LIGHTING PRODUCTS INCORPORATED**
**HIGHLAND PARK, ILLINOIS . . . . . U.S.A.**

industries, that statement is more true than ever before.

In a recent address, Mr. E. O. Shreve, vice president in charge of sales for General Electric Company, points out that electrical manufacturers now are producing guns, shells, gun mounts, projectile hoists, turbines, searchlights, air craft instruments and an endless variety of other defense items.

Mr. Shreve also complimented electrical contractors for efficient services to defense industries, and of the electrical jobber he said: "He has performed and is performing a vital and necessary function in his ability to gather unrelated lines—thus relieving the governmental departments from having to do that kind of work."

Every "jobber" please take a bow.

## Not Now—But 1942

From the OPM came the official warning that a "serious shortage of transportation facilities" is imminent.

In contrast *Railway Age* claims that, based on careful analysis of present trends, there will be little, if any, shortage of freight cars in the fall of 1941, but that it probably will be necessary to produce all freight cars practicable and utilize them with unprecedented efficiency to prevent shortages in the latter part of 1942.

We don't know who is right, but it's safe to say that for some time to come one carload of "pipe" in your warehouse is going to be worth two (or more) in the mill.

## Farmers' Feast

Good news for wholesalers whose operating territory includes large agricultural areas is the fact that this year the farmers will enjoy a total cash income of approximately $10,600,000,000—the largest since 1929, when farm income topped the $11 billion mark.

However, in spending that big 1941 sum, it is going to be spread over a lot more territory than was the larger total in 1929 because on the basis of current prices the dollars will go on the average 15 percent further than they did in 1929.

For 1942 an even bigger income is predicted, because the Department of Agriculture says it wants more of almost everything that is produced on the farm, and you can bet prices are not coming down.

The tipoff is: Cultivate all your rural contractors and retail outlets to the utmost. That's going to pay big dividends.

EDITOR

## Prices

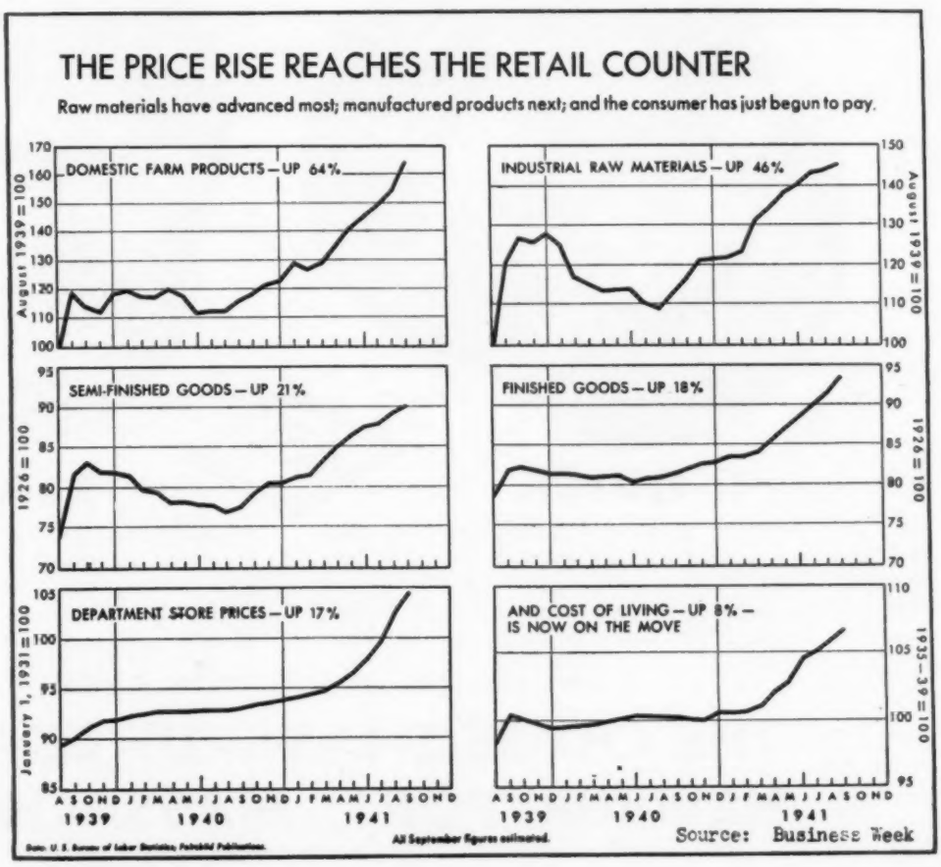
It is reported that some sort of price control or regulation bill has been put on the "Must" list by President Roosevelt and it is reasonable to expect that Congress will oblige.

The accompanying group of charts, reproduced from *Business Week* (Sept. 27, 1941), tells a dramatic story of what has happened to prices since the war began.

Some increases are impressive and it is significant that farm products lead the procession with a 64 percent rise, because these are strictly of domestic production and within our own control.

In contrast, prices on industrial raw materials, which include vast quantities of imports such as rubber, tin, manganese, etc., have gone up only 46 percent.

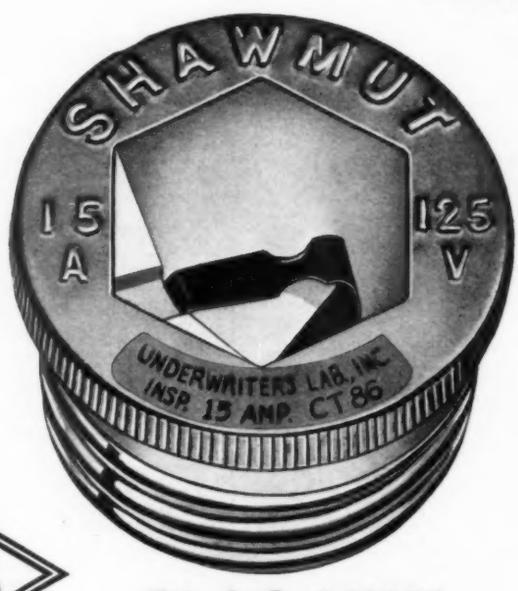
Show these charts to your ustomer if he kicks about prices.


THE PRICE RISE REACHES THE RETAIL COUNTER
Raw materials have advanced most; manufactured products next; and the consumer has just begun to pay.
DOMESTIC FARM PRODUCTS — UP 64%
August 1939 = 100
INDUSTRIAL RAW MATERIALS — UP 46%
August 1939 = 100
SEMI-FINISHED GOODS — UP 21%
1926 = 100
FINISHED GOODS — UP 18%
1926 = 100
DEPARTMENT STORE PRICES — UP 17%
January 1, 1931 = 100
AND COST OF LIVING — UP 8% — IS NOW ON THE MOVE
1935-39 = 100
A S O N D J F M A M J J A S O N D J F M A M J J A S O N D
1939 1940 1941
All September figures estimated.
Source: Business Week

# PLUGS

THAT SPEAK FOR THEMSELVES,
NOT BY WHAT THEY SAY BUT
BY WHAT THEY DO –

*After blowing*




## C-QUICK

Glass top, complete insulation. Rating reads by color and figure in any position. Link parts on overload, glass blackens on short circuit; each equally easy to detect. White link on black background; highest visibility before and after blowing. The supreme quality in plug fuses.

## BLAC-LINK

Porcelain base, heavy brass cap, large clear mica window. Black link, white background; highest visibility before and after blowing. Link parts on overload, window blackens on short circuit; each equally easy to detect. ***Plug fuses have no moving parts—assured protection.***

Ask your dealer, or write for our Bulletin 404.

## THE CHASE-SHAWMUT COMPANY
## NEWBURYPORT, MASSACHUSETTS

FUSE MAKERS SINCE 1893

# Washington STRAWS

*By "The Man with the Panama Hat"*

**SMALL BUSINESS** Senator James E. Murray (Montana), as chairman of the Special Senate Committee to Study Problems of American Small Business, has asked for $1,000,000 with which to carry on the committee's work.

In making the request, the Senator stated that small business enterprises have been discriminated against right and left in the administration of the defense program.

Insiders here in Washington feel that some day an avalanche will descend on this town—factory owners and workers who have been made jobless through maladministration of the priorities set-up. Then something will be done—unless meanwhile SPAB does the kind of allocations job that needs doing.

**300,000 PRIORITIES HOUSES** Hottest news for the building trades (including electrical) in defense production areas is the September 19th announcement by Donald M. Nelson. One hundred thousand units publicly financed and 200,000 privately financed housing units will be eligible. Highest single unit price must not be over $6,000 and monthly rentals must not exceed $50. All defense housing priority ratings will be in the defense or "A" class. (Full details of this important announcement will be found elsewhere in this issue. The Editor.)

**HOARDING** Gossip, based on facts, that has been going the rounds about hoarding of critical raw materials, finally has reached the right ears so that something is going to be done about it.

Not even certain important Government departments are going to be allowed to retain huge stock piles of materials that they cannot use for many months and even within a year. The crackdown is coming soon—and no fooling.

**WAGE AND HOUR** New and Simplified rules for record keeping have been issued. They apply to all employers who have employees engaged in interstate commerce or in the production of goods for interstate commerce.

It is claimed that one fourth of the 48,000 inspections made by the department within a year showed employers guilty of technical violations of the act through their failure to keep the prescribed records.

Copies of the new regulations, which became effective September 15, 1941, may be obtained by addressing the Wage and Hour Division, U. S. Department of Labor, Washington, D. C.

**CEILING PRICES** Rarely a day passes without the announcement of "ceiling" prices on some one or more items, by Leon Henderson, OPM Price Administrator.

All this is done without an appropriate enabling Act by Congress, but such legislation now has been put in the "Must" column. This means that before long there will be a roof on prices for almost everything—excepting prices for labor and there the sky remains the only ceiling.

**SPAB** Favorably impressed was everybody by the "Declaration of Intent" (our term) issued by the Supply Priorities and Allocation Board at its initial meeting.

The board obviously intends to do a real allocating job, giving defense requirements the right of way but also "a break" to civilian industries wherever possible.

Operations will be practically in "a gold fish bowl." It is felt that the public can and will cooperate only if it knows what it is all about.

The "declaration" ends with what seems like a benediction, viz: "Thus in an hour when free men must unite to defend their freedom, we shall move forward in that spirit which holds that none but the free are strong and none but the strong can be free."

**SPAB SPEED SAMPLE** Red tape was cut and rope cut loose from lower priorities pronto when the U. S. Weather Bureau announced that a hurricane was approaching the Gulf Coast. The warning was issued one day. The next day Donald M. Nelson, SPAB Director of Priorities, had notices broadcast that demands for rope arising as the result of the hurricane would get full defense priorities.

Backing that up, Mr. Nelson sent a telegram to the proper priorities officials at Houston, Texas, and New Orleans, La., authorizing them to consider all demands for manila rope arising by reason of the impending hurricane as clear-track "Defense Orders."

Boys! That's action!

# RELIABLE FUSE PROTECTION IS ESSENTIAL FOR MAINTAINING PRODUCTION

In America more electrical horsepower is behind our man-power than in any country in the world.

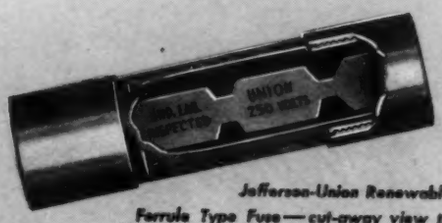
Keeping that horsepower on the job is vital—motors and machines must be kept going. Proper fusing eliminates unnecessary shut-downs and damage to motors, wiring and equipment.

Jefferson Renewable Fuses provide the safe, reliable protection needed... they prevent needless interruptions and guard against damage to equipment.

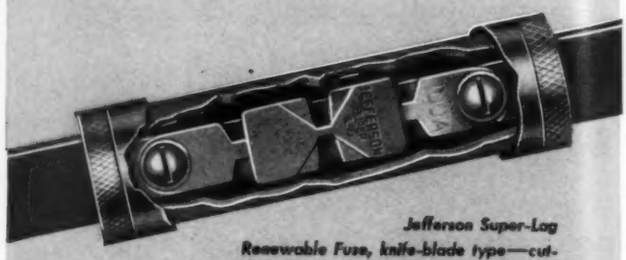
When excessive overloads require these fuses to open the circuit, they do it safely and reliably. Their rugged construction and simple design permits quick and proper cleaning, and renewing with ease.

**JEFFERSON ELECTRIC COMPANY**
**BELLWOOD** (Suburb of Chicago) **ILLINOIS**
***Canadian Factory:*** **60-64 Osler Avenue, W. Toronto, Ontario**

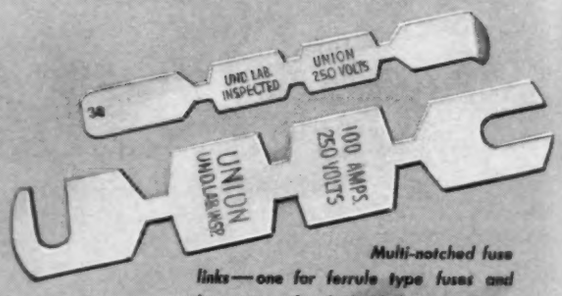
**JEFFERSON ELECTRIC**
*Renewable*
**UNION FUSES SUPER-LAG**



***Jefferson-Union Renewable Ferrule Type Fuse—cut-away view to show multi-notched renewable fuse link.***



***Jefferson Super-Lag Renewable Fuse, knife-blade type—cut-away shell shows link with lag plates.***

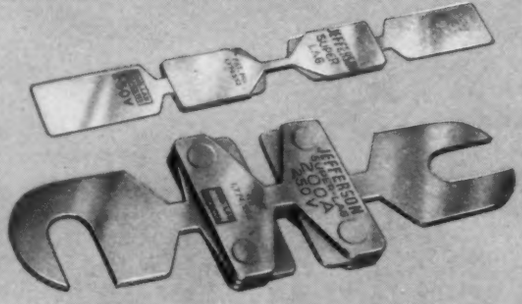



***Multi-notched fuse links—one for ferrule type fuses and lower one for knife-blade type fuses.***

**Jefferson Union Renewal Links are of the multi-notched type, providing reliable protection under normal and severe operating conditions.**

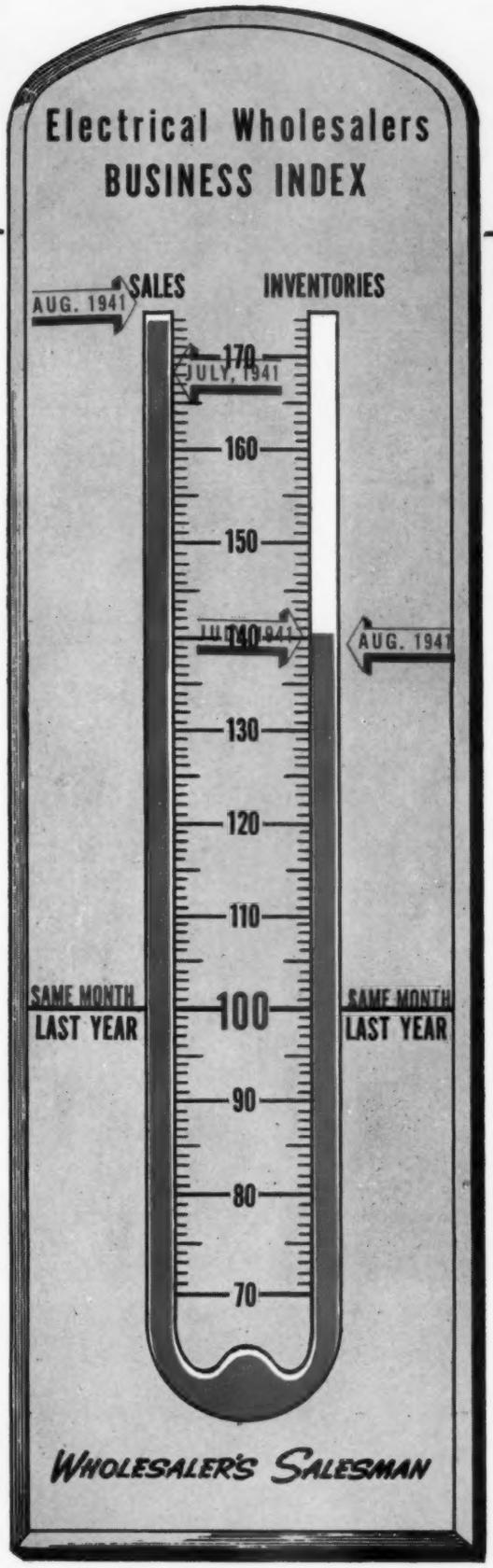
**The notches in the center of the link localize the heat generated during operation, producing lower temperatures at the fuse terminals.**

**When subjected to heavy overloads or short circuits, the multiple restricted portions of the link are fused and serve to break the arc in several places, thus a minimum amount of metal is volatilized and minimum internal pressure is generated within the fuse. The design of this link insures maximum performance and long-life for the fuse.**



***Super-Lag Links, for ferrule and knife-blade type fuses.***

**Jefferson Super-Lag Renewal Links are also of the multi-notched type, and are equipped with lag plates. The lag plates serve to dissipate heat from the restricted portions, thereby delaying the fusing of the metal during harmless temporary overloads. Under heavy overloads or short circuits, the links are fused at the restricted portions and serve to break the arc in several places, thus a minimum amount of metal is volatilized and minimum internal pressure is generated within the fuse.**




**SOURCE** These monthly reports covering the business activities of electrical wholesalers throughout the United States are collected and compiled by The Bureau of the Census and the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce, and underwritten in part by WHOLESALER'S SALESMAN—A McGraw-Hill Publication.

# Business Index
## For the Month of August 1941

**SALES** Smashing all previous records for increases on the basis of year to year comparisons, August 1941 sales of 355 electrical wholesalers throughout the United States blew the top off our indicator, pushed the index to 76.3 percent above the corresponding month of 1940.

Compared with the previous month, July 1941, sales in August were only 1.4 percent higher, this making August the third consecutive month in which sales gained only slightly over the predecessor. This makes it important to note that sales gains made over previous months have declined steadily from the high point reached with February 1941, when sales were 18.7 percent above January.

Since then gains over preceding months were 13.7 percent in March, 11.9 percent in April, 6 percent in May and only slightly over 1 percent in June, July and August. This leveling off of sales to approximately the dollar value as represented by May 1941 sales might prove to be the forerunner of a decline from the average dollar sales totals represented by the May to August plateau.

That possibility is suggested because various abnormal but favorable factors are beginning to lose momentum while the impact of an important unfavorable factor, that of temporary materials shortages, will be increasingly reflected in wholesaler's sales totals.

**INVENTORIES** With 300 firms reporting, the cost value of their combined inventories at the end of August was 1.5 percent above the previous month and 40.8 percent higher than August 1940.

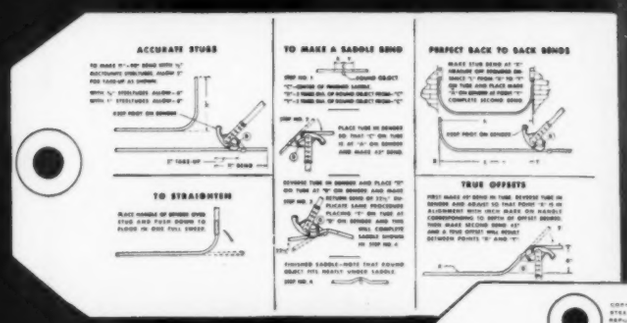
Significant is the fact that inventories and sales showed slight, almost identical gains, so that for the country at large the high sales volume did not result in serious depletion of stocks. This despite the "feast or famine" type of performance in several regions.

Stock sales ratio advanced from 92.2 in July 1941 to 92.5 in Aug. 1941 as compared with 116.7 for Aug. 1940.

**COLLECTIONS** Accounts receivable reported by 301 firms as of August 1, 1941 were 2 percent greater than those outstanding July 1, 1941. Their total was 56 percent above those of August 1, 1940.

Total value of those August 1, 1941 accounts was $42,303,000. Collection percentage for August 1941 was 76 compared with 79 for July 1941. Average of outstanding accounts was 39 days in August compared with 38 days in July.

# 3 exclusive

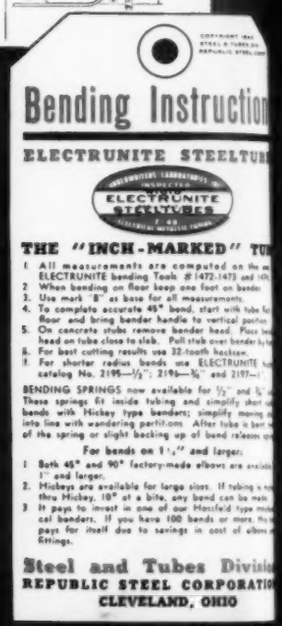



**1**

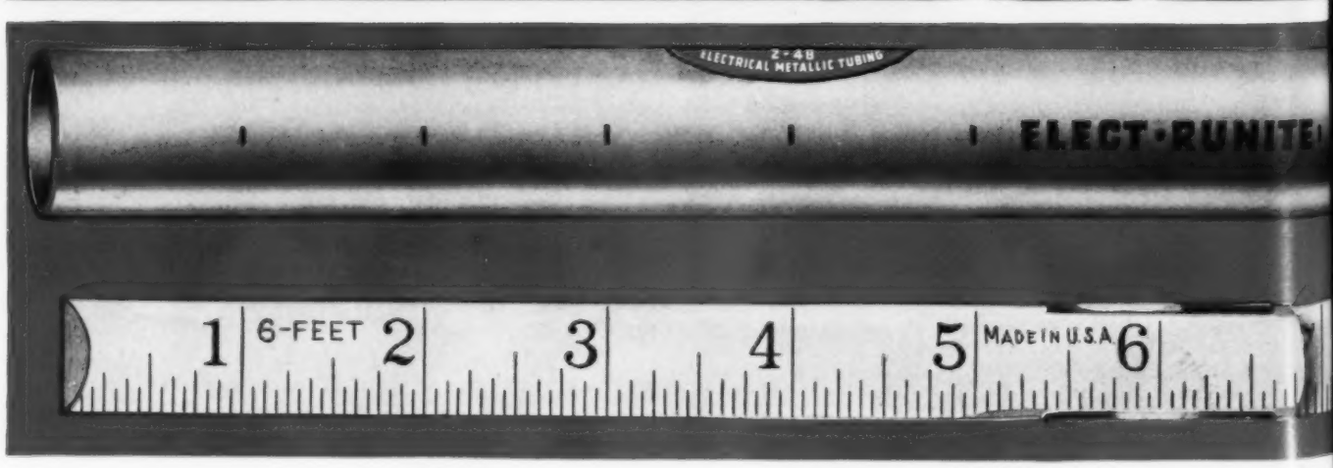
**"INCH-MARKING"**

**2**

**BENDING INSTRUCTION TAG**



**3 ELECTRUNITE BENDER**



# e advantages

## that help you sell

## "INCH-MARKED"

PAT. APPLIED FOR

## ELECTRUNITE Steeltubes

REG. U.S. PAT. OFF.

UNDERWRITERS' LABORATORIES, INC. INSPECTED RIGID ELECTRUNITE REG. U.S. PAT. OFF. STEELTUBES 2-48 ELECTRICAL METALLIC TUBING

When you stock "Inch-Marked" ELECTRUNITE STEELTUBES, you have as sales advantages these three exclusive features offered by no other electrical raceway.

(1) **"INCH-MARKING."** This newest development in electrical raceways was applied to ELECTRUNITE STEELTUBES to make it easier and more accurate to use—and more salable. It consists of inch and foot marks clearly and *accurately* printed along the entire length of each piece of tubing. Thus, the mark for cutting or bending already is made for the electrician.

(2) **BENDING INSTRUCTION TAG.** An ample supply of handy bending instruction tags is furnished with each shipment of "Inch-Marked" ELECTRUNITE STEELTUBES. On one side are detailed instructions and on the other side, simple diagrams for making various types of bends.

(3) **ELECTRUNITE BENDER.** This handy tool was designed to use with "Inch-Marked" ELECTRUNITE STEELTUBES—to provide the ideal combination for making exact, predetermined bends simply and with little effort. The bender is a one-piece casting with built-in instructions which cannot be lost. With it any standard type bend can be made with greater accuracy and ease, and with less flattening than ever before possible.

Use these sales points. Remind your customers and prospects of these three exclusive advantages of "Inch-Marked" ELECTRUNITE STEELTUBES. Mention, too, the light weight, ease of handling, toughness and strength, freedom from threads, uniform ductility and patented knurled inside finish that makes wire pulling easier.

Most contractors and other users of electrical raceway have been acquainted with these features by consistent ELECTRUNITE advertising—thus, making your selling easier. Whatever effort you make will benefit YOU—because "Inch-Marked" ELECTRUNITE STEELTUBES is sold ONLY through ELECTRUNITE Distributors.

Any U. S. Government agency can use this material by requiring that it conform to the latest revision of Federal Specification WW-T-806a—similar to 1940 National Electrical Code.

We shall be glad to supply descriptive folders to help you sell, if you will write us. Steel and Tubes Division, Republic Steel Corporation, Cleveland, Ohio.

REPUBLIC STEEL DEFENSE FOR AMERICA

***The electrical raceway with a* CONTINUOUS FOOT-RULE *on every length***

# WHOLESALER'S SALESMAN BUSINESS INDEX

## REGIONAL ANALYSIS

## AUGUST, 1941

AUGUST sales and inventory records applying to the different regions reflect many contrasting or conflicting changes from previous months. No real trends are indicated with one possible exception. This involves the Mid-Western block consisting of regions 13, 14, 15 and 16, in which figures justify the conclusion that some defense production but particularly high farmers' income indirectly helped to boost business for electrical wholesalers in those areas.

After making better-than-average gains over the previous month during April and well through May, those regions, with the exception of 14 and 16, fell behind the procession in June and dipped further in July. Now for August their sales, compared with the previous month, jumped well ahead of National average and when compared with August 1940 showed gains varying from 70 to 97 percent. However it is significant that inventories in those regions took a corresponding dive, were from 6 to 18 points below the previous month.

Far Western regions, 19, 20, 21 and 22, where wholesalers are far away from their principal sources of supply, show remarkable ability to maintain inventories somewhat in balance with sales. In the two states comprising region 19, sales totals have moved within comparatively narrow range for several months. In August, sales were 72.5 percent higher than in 1940, inventories were 61.6 percent above 1940 and also 7.2 percent above the previous month—July.

While regional figures for several months have indicated that an inventory "feast or famine" cycle seems unavoidable under present conditions, it is decidedly encouraging to note that wholesalers have been able to keep inventory totals in most regions at previous month's level and well above the 1940 figures.

**Figures in this table apply to regions as outlined and numbered on map above**

| SALES August, 1941 Compared in % with | | Trading Region (See Map) | INVENTORIES August, 1941 Compared in % with | |
|---|---|---|---|---|
| July 1941 | August 1940 | | July 1941 | August 1940 |
| 111.6 | 227.1 | 1 | 85.5 | 120.2 |
| 94.8 | 170.6 | 2 | 92.8 | 131.7 |
| 100.7 | 171.5 | 3 | 104.0 | 173.8 |
| 97.8 | 168.1 | 4 | 110.0 | 140.1 |
| 88.9 | 147.0 | 5 | 109.0 | 121.9 |
| 91.7 | 159.1 | 6 | 113.6 | 195.0 |
| 110.6 | 174.2 | 7 | 104.5 | 151.5 |
| 101.6 | 157.2 | 8 | 97.7 | 147.4 |
| 111.2 | 179.4 | 9 | 104.2 | 138.3 |
| 99.7 | 172.1 | 10 | 106.7 | 127.4 |
| 97.3 | 198.8 | 11 | 102.6 | 144.8 |
| 98.7 | 154.2 | 12 | 101.5 | 155.9 |
| 115.9 | 187.2 | 13 | 100.3 | 132.1 |
| 111.0 | 177.3 | 14 | 86.3 | 102.2 |
| 104.4 | 170.7 | 15 | 92.0 | 126.6 |
| 112.9 | 197.5 | 16 | 103.4 | 173.0 |
| 102.0 | 166.5 | 17 | 99.5 | 112.0 |
| 80.0 | 184.3 | 18 | 102.7 | 123.7 |
| 95.8 | 172.5 | 19 | 107.2 | 161.6 |
| 110.9 | 182.4 | 20 | 91.5 | 107.3 |
| 93.5 | 187.4 | 21 | 100.3 | 104.5 |
| 97.5 | 198.6 | 22 | 97.5 | 116.5 |
| **101.4** | **176.3** | For **U. S. A.** | **101.5** | **140.8** |

# Second National Defense Number

## F O R E W O R D

One year ago, October 1940, we published our first National Defense Number. The National Defense Program was still very much in the blue-print stage. Few of us comprehended either its magnitude, or its complexities, or its countless ramifications. None of us realized that we stood at the threshold of a new era in which all social and business considerations would be subjugated to a new baby giant—the armament industry.

★

The atmosphere of doubt, confusion and bewilderment then existing, made us feel that our industry could use to advantage some guide posts that had sprung from experiences gathered under similar circumstances during a similar emergency. That's why we reviewed in that first Defense Number the problems and priorities processes of the World War period.

★

Today, most of the rules and limitations that we then forecast as probabilities are part and parcel of the government-controlled system under which business must operate. Meanwhile, the successive impacts of defense requirements on manufacturing and distribution processes, rules on preference ratings, priorities plans, allocations, critical materials lists, industry controls, have left many manufacturers and wholesalers confounded and confused.

★

To clarify their thinking and simplify their planning, we present in this, our Second National Defense Number, authoritative reviews of the several plans that directly involve the electrical wholesaler. These represent the rules and plans of procedure in force as we go to press.

★

As time goes on, their pattern may be changed, for new rules are issued in Washington almost daily. In future, any new rules or new plans affecting the wholesaler will be printed as soon as our publishing schedule permits. Obviously it is of supreme importance that every wholesaler keep himself constantly and fully informed if he wants to steer a safe course and maintain his position during the present emergency.

By Leon Henderson

*Member of the Supply Priorities and Allocations Board*

# What's Ahead for Business

**PRINCETON, N. J., Sept. 19—Speaking at a celebration of the 100th anniversary of the founding of the John A. Roebling's Sons Company, of Trenton, N. J., Leon Henderson, Administrator of the Federal Office of Price Administration, stated that industry is beginning to feel the squeeze of the curtailment of the country's output of civilian goods resulting from the armament program and "will feel it increasingly in months to come." The following are excerpts from Mr. Henderson's address.**

THE American people are even yet not fully aware of what an all-out defense production effort will mean to them. As individuals we will have to pull in our belts.

Actual curtailment of consumer goods output is the only real answer to the needs of an all-out defense program.

*But we in Washington also have a responsibility to see that reductions in output of civilian goods are not carried too far, to see that civilian morale and civilian industry are not harmed unnecessarily.*

*This means that minimum supplies of scarce materials must be reserved for civilian uses. You can't keep a civilian economy going, for example, without giving it some copper. Furthermore, hoarding of scarce materials by industry and governmental agencies alike must end. Some euphemistically call this 'protective buying.' But call it what you will, it hurts the defense program and hurts the country.*

*Already action has been taken in some cases to reduce the flow of raw materials to concerns holding huge stock piles. Possibly we should go further and have some of those stock piles taken away for redistribution to plants needing them urgently either for defense or essential civilian production.*

Today we are engaged in a great cooperative effort to maintain those principles here and across the seas. We are striving to insure the continuation of the conditions which made possible the growth of this great company.

There are those in this country who question the need of this effort. But I say to you the cry of 'Wolf' is real. There is a Wolf abroad in the world today. A Wolf with an insatiable hunger for land and power, a Wolf whose eyes will turn to this hemisphere if he is allowed to work his will in Europe.

Too many of us, including, I am sorry to say, some of those in Washington responsible in part for the defense effort, have not in these past months realized fully enough the dangers which now threaten our way of life, the way of life which made possible the institution we have met here tonight to honor.

But now at last there are convincing signs that after 15 months, American industry is beginning to waken and to throw the full weight of its productive capacity into the task of winning this battle in defense of the principles of Democracy.

There is a new spirit in Washington. During the past few weeks there has come a clearer realization of what is required from industry, from labor, from the rank and file of American citizenry if we are to win. There is growing recognition of the clear fact that 'business as usual' is out.

There was a time when we could have done much more to increase our supplies of civilian goods. We could have carried through vast expansions in our capacity to produce basic raw materials in those months before defense demands became so heavy. Much can still be done, but the bulk of our effort will have to go largely into production of armaments.

This means one thing. As our production of armaments increases our output of civilian goods, particularly those goods made of raw materials which compete with defense, must be curtailed, manufacture of armaments must take their place. Already this shift from peace-time to war-time production has occurred to some extent in a relatively few industries.

I see my job as primarily one of helping to preserve American institutions when the emergency is over.

*Leon Henderson and Wm. A. Anderson, president, John A. Roebling's Sons Co.*

I don't believe this country can stand up under the buffeting of another long drawn out deflation. I don't believe we can preserve those conditions which made possible the foundation and growth of concerns such as John A. Roebling's Sons Company if, after this emergency, we have to undergo such a period of stress and strain.

The way to avoid that aftermath is to avoid its cause now. The pressures on the price structure are great. We will soon be pouring close to $2,000,000,000 a month into production of armaments. Those dollars will flow in large measure into the pockets of working men and investors who will seek to spend them, not for guns and tanks and airplanes, but for food, clothing, automobiles, washing machines and all the other thousands of necessities and luxuries making up our standard of living.

Those dollars will be flowing into the consumers goods markets at the same time that the supply of goods coming into the markets will be decreasing. Such a condition breeds inflation. It must be met in many ways—by heavier taxes, by sales of defense bonds, by curtailment of installment credit, by forced savings, all of which sop up purchasing power. But these devices are not enough. Price controls must be used to supplement them. That's the story behind my particular responsibility in this defense program.

My job is prices—and it isn't an easy job. During the past few months most of you have dealt with, or have read about, price schedules issued by the Office of Price Administration. These are regulations establishing fair and reasonable prices for commodities in which runaway price increases have actually taken place or have been threatened. Into each of these schedules has gone a great deal of work—in many cases weeks and months of analysis and negotiation; of discussion with members of the industry; of conferences with other government agencies.

Moreover, since the beginning of the defense program, careful consideration has been given with respect to every major American industry, to the institutional background of that industry, to its price structure, to the major units in that industry, and to the source of its supplies. Problems in economics which months ago looked like theoretical paper work have now proved their usefulness.

Because of careful groundwork, we have been able, in many cases, to avoid the hardship and dislocation that would have followed if exigent pressures had not been foreseen and anticipated. Nor does our work cease when a price schedule is issued. We are continuously trying to reduce paper work, to keep reports at a minimum, to simplify the schedule, to make it easier for business people and consumers alike to understand the schedule and to operate under it.

To my way of thinking this, too, is defense—defense of American institutions, defense of our way of life, defense of freedom. And so I close with a personal plea to you—a plea for understanding of what we are trying to do, a plea for tolerance, for cooperation, and for support in the days ahead. **We have a single goal, crystal clear: Preservation of our way of life. In that effort, we and the nation stand united.**

Form Pd 25-D

(This Form May Be Reproduced Without Change)

**OFFICE OF PRODUCTION MANAGEMENT**

Division of Priorities

Customer's Certificate of Defense Requirements
(Specific Identification Form)

(Name of Supplier with Whom this Certificate is Filed)

(Address)

The undersigned customer hereby certifies to the Director of Priorities of the Office of Production Management and to the above-named Supplier that:

1. The following purchase orders placed by the undersigned with the above-named Supplier on_____ (date of customer's order). were required by the undersigned for the production of Defense Supplies as defined below, all of which Defense Supplies either were or are to be delivered under a preference rating of A-___, assigned to such delivery by Preference Rating Certificate or Order of the Director of Priorities No._____, which Certificate or Order is now in the hands of the undersigned or, if no rating has been assigned, were or are to be delivered for the account of the agencies listed in (a) 1 and (a) 2 of the definition of Defense Supplies below, which orders for the account of such agencies are now in the hands of the undersigned.

| Purchase Order No. | Purchase Order No. |
|---|---|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

2. The purchase orders specified above were not placed with the above-named Supplier in an amount which increased or will increase the undersigned's inventory in excess of a normal supply for any item.
3. The facts set forth above are to the best of the knowledge and belief of the undersigned true and correct.

_____
Legal Name of Customer Executing Certificate

By:
Signature and Title of Authorized Individual

"Defense Supplies" means and includes any supplies sold under any of the following contracts or orders:

(a) Any contract or order for products to be delivered to or for the account of:
   1. The Army or Navy of the United States, the United States Maritime Commission, The Panama Canal, the Coast and Geodetic Survey, the Coast Guard, Civil Aeronautics Authority, the National Advisory Committee on Aeronautics, the National Defense Research Committee.
   2. The Government of Great Britain and the Government of any other country whose defense the President deems vital to the defense of the United States under the Act of March 11, 1941, entitled "An Act to Promote the Defense of the United States."

(b) Any other contract or order for products which the Director of Priorities determines is to cover direct or indirect defense requirements of the United States, by specifically assigning a preference rating of A-10 or higher thereto.

(c) Any contract or order placed or offered by any person for the delivery of any material or equipment required by him to fulfill his contracts or orders on hand, which material or equipment is to enter directly or indirectly into the manufacture of the products specified in paragraphs (a) (1) and (a) (2) above.

(The foregoing Certificate constitutes a representation to the above-named Supplier and to the Director of Priorities of the Office of Production Management. Section 35A of the Criminal Code, 18 U.S.C. 80, makes it a criminal offense to make a false statement or representation to any Department or Agency of the United States as to any matter within its jurisdiction. This certificate must be kept on file by the Supplier for inspection by representatives of the Office of Production Management for a period of at least two years.)

7341

By George E. Doying, Jr.

# The Defense Supplies Rating Plan As It Stands Today

IN THE beginning, priority distribution of "tight" materials consisted of supplying a certificate covering only a specific order for a specific item, which certificate entitled that order to preference over other similar orders with a lower rated priority certificate, or none at all. This still represents the manner in which many "once-in-a-while" defense orders are handled.

Obviously, however, in an economic system as complex as is ours today and to meet the growing need for seeing that first things come first, more comprehensive plans for distributing materials were put into effect. Two of these "blanket" systems now in effect are the Repair and Emergency Inventory Plan and the Defense Supplies Rating Plan. The former, outlined in detail in another article of this issue, is designed to provide a regular flow of maintenance supplies that are essential to keep in uninterrupted operation those industries that are indispensable both to the armament program and to civilian life. The other of these procedures, the Defense Supplies Rating Plan, is an effort to keep available "on-the-shelf" of wholesalers and distributors ample stocks of the materials which are not custom-ordered but are needed to keep industry rolling. Electrical wholesalers play a vital role in both of these plans.

The Defense Supplies Rating Plan is available only to manufacturers. It provides for them a means for obtaining, quarterly in advance, a *lump sum A-10 rating* on the amount of raw materials required to fill their orders for "defense supplies." That phrase, "defense supplies" is all-important, and its scope must be clearly understood to permit full utilization of the plan. Here is the official OPM definition:

*"Defense Supplies"* means the materials, parts, and assemblies that will go directly or indirectly, at any stage of production, into material for delivery under:

Any contract or order for products to be delivered to or for the account of:

1. The Army or Navy of the United States, the United States Maritime Commission, the Panama Canal, the Coast and Geodetic Survey, the Coast Guard, Civil Aeronautics Authority, the National Advisory Committee on Aeronautics, the National Defense Research Committee:

2. The Government of Great Britain and the Government of any other country whose defense the President deems vital to the defense of the United States under the Act of March 11, 1941, entitled "An Act to Promote the Defense of the United States."

B. Any other contract or order for products which the Director of Priorities determines is to cover direct or indirect defense requirements of the United States, by specifically assigning a preference rating of A-10 or higher thereto.

C. Any contract or order placed or offered by any person for the delivery of any materials or equipment required by him to fulfill his contracts or orders on hand, which material or equipment is to enter directly or indirectly into the manufacture of the products specified in paragraphs A-1 and A-2 as specified above. Also, for any materials, parts, or assemblies to be used for the manufacture or processing of the foregoing.

For manufacturers to be able to determine accurately the volume of their production which is entitled to the assistance of this plan, it is easy to see that distributors and wholesalers will play the key role. It falls to the wholesalers, in the first instance, to segregate orders for defense supplies from those which are not eligible. And, as the official instructions of OPM's Division of Priorities point out:

"The Distributor in turn will benefit by cooperating with his producer or producers in supplying this information, since only by helping them to obtain the necessary production materials can the Distributor be assured of a continuing supply of the finished product. It will, therefore, be necessary for the Distributor to establish and maintain the records necessary to determine his own percentage of total business which can be identified as Defense in order to be able to pass this figure on to his producers. *Naturally, the Producers will favor those Distributors whose sales show the highest defense percentages.*"

To compile the necessary information to pass along to manufacturers, it is necessary that wholesalers require that their customers identify by Preference Rating Certificates or Preference Rating Order

Form PD-25C
Revised 8-15-41

(This Form May Be Reproduced Without Change)

**OFFICE OF PRODUCTION MANAGEMENT**

**Division of Priorities**

**Customer's Certificate of Defense Requirements**

_____

(Name of Supplier with Whom this Certificate is Filed)

_____

(Address)

The undersigned customer hereby certifies to the Director of Priorities of the Office of Production Management and to the above-named Supplier that:

1. During the month of _____, 194_, ___percent of the total dollar volume of sales made by the undersigned to all of its customers constituted Defense Supplies as defined below. In calculating this percentage there have not been included any sales made under an order bearing specific defense identification which has already been used by the undersigned to obtain a delivery of materials by re-extension or other application of such specific defense identification.

2. No purchase orders have been placed with the above-named Supplier during the month specified, and no purchase orders will be placed with said Supplier in succeeding months in amounts which will increase the undersigned's inventory in excess of a normal supply for any item.

3. The facts set forth above are to the best of the knowledge and belief of the undersigned true and correct.

_____

Legal Name of Customer Executing Certificate

By: _____

Signature and Title of Authorized Individual

"Defense Supplies" means and includes any supplies sold under any of the following contracts or orders:

(a) Any contract or order for products to be delivered to or for the account of:

1. The Army or Navy of the United States, the United States Maritime Commission, the Coast and Geodetic Survey, the Coast Guard, Civil Aeronautics Authority, the National Advisory Committee on Aeronautics, the National Defense Research Committee, the Panama Canal.

2. The Government of Great Britain and the Government of any other country whose defense the President deems vital to the defense of the United States under the Act of March 11, 1941, entitled "An Act to Promote the Defense of the United States."

(b) Any other contract or order for products which the Director of Priorities determines is to cover direct or indirect defense requirements of the United States, by specifically assigning a preference rating of A-10 or higher thereto.

(c) Any contract or order placed or offered by any person for the delivery of any material or equipment required by him to fulfill his contract or orders on hand, which material or equipment is to enter directly or indirectly into the manufacture of the products specified in paragraphs (a) (1) and (a) (2) above.

(The foregoing Certificate constitutes a representation to the above-named Supplier and to the Director of Priorities of the Office of Production Management. Section 35A of the Criminal Code, 18 U.S.C. 80, makes it a criminal offense to make a false statement or representation to any Department or Agency of the United States as to any matter within its jurisdiction. This certificate must be kept on file by the Supplier for inspection by representatives of the Office of Production Management for a period of at least two years.)

734.

all orders or contracts placed with them which can qualify under the definition of defense supplies.

Mere statement by the purchaser that material is needed in connection with defense production is *not* sufficient. The customer must support the identification either by citing his preference order (as with repair and emergency inventory orders) or preference rating certificate, or by executing a copy of Certificate Form PD-25D. (See figure 1.) Incidentally, this form (as well as others cited in this article) may be reproduced in quantities by anyone needing them, but *"reproduced in entirety and without alteration."*

When specific identification of a contract or order as a defense order cannot be provided by the customer, a wholesaler may still identify such orders on his books by securing from the customer a Customers Certificate of Defense Requirements on Form PD-25C (revised) (Fig. 2.) Thus, it is possible for a wholesaler to identify his customers' defense orders either by specific identification, or by percentage identification, or a combination.

The next step is the vital one!

From the information collected from the customers as outlined, wholesalers must *each month* determine the percentage of their own dollar volume of business which can be identified as being for defense, and set up on their books records necessary to establish and maintain this percentage. These records are subject to inspection by Priorities Division field inspectors at any time.

In determining the defense percentage, these two options are given in the official regulation:

The Distributor may have the option of analyzing either:

a. Eighty-five percent of his total dollar volume of business in the preceding month, in which event the results of such analysis shall be deemed to be applicable to 100 percent of his Total Dollar Volume, or

b. Less than 85 percent of his total dollar volume of business in the preceding month, in which event the portion of his dollar volume of business not analyzed shall be considered as non-defense business.

To help themselves, wholesalers must report to their manufacturers monthly on the Customer's Certificate of Defense Requirement forms. (Fig. 2.) The manufacturers will use these forms in making the same calculation of the defense percentage of their business, upon which they will base their quarterly report to the Priorities Division for an A-10 allocation of materials they cannot purchase in the normal way.

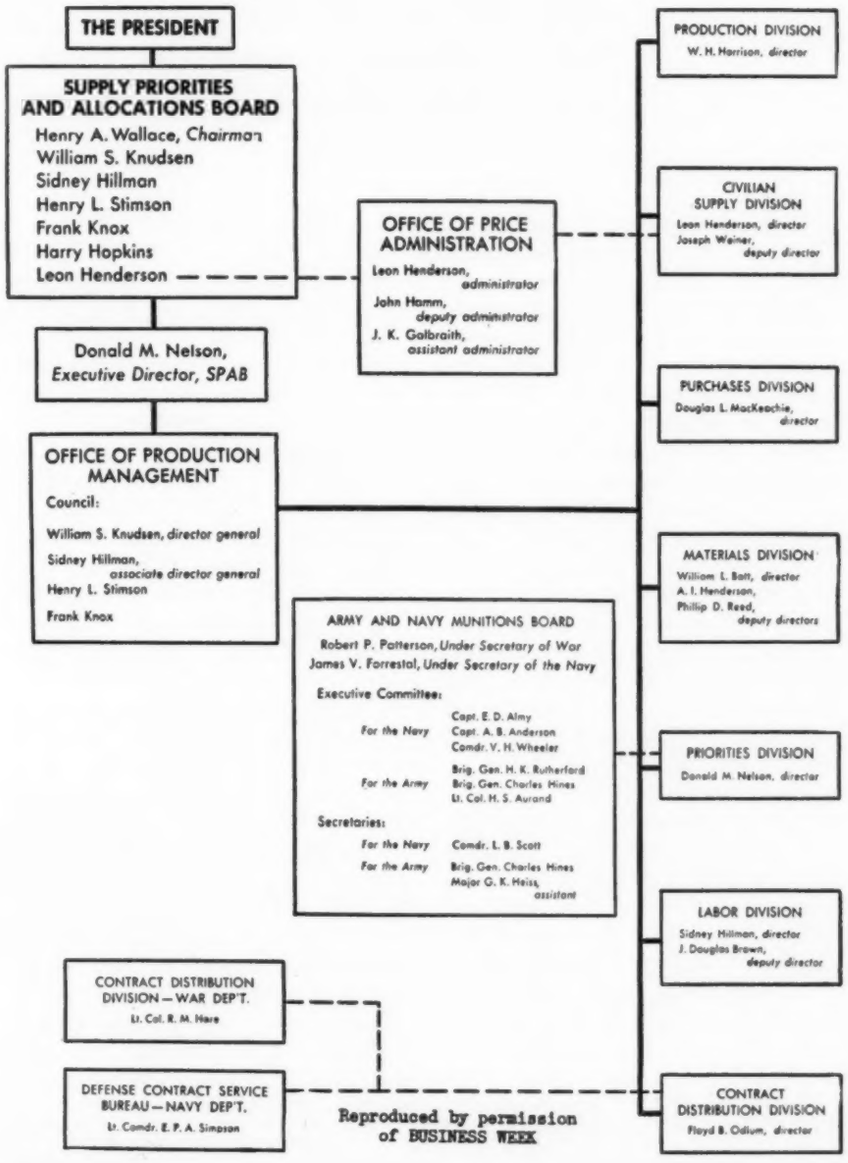
**The Priorities Division states that wherever practicable wholesalers should figure separate defense percentages for each manufacturer with whom they do business.**

The idea is that wholesalers handling the products of a number of firms naturally would have widely varying proportions of defense use. Where it is not possible, however, certificates to manufacturers can be based upon overall business. In such cases, this should be stated to the manufacturers.

It is important to note that nothing in the workings of this plan prevents a wholesaler from identifying to manufacturers specific orders having a specific priority rating. In fact, practically every order with a rating higher than A-10 should be passed along separately because the Defense Supplies Rating Plan carries A-10 throughout.

Thus, an A-3 or an A-6 order is entitled to much quicker and surer treatment than it can be assured under this plan. Where individual orders are passed along as such, however, wholesalers must not count those orders either in their total dollar volume of business or in their defense volume.

## THE HIGH COMMAND

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SECOND NATIONAL DEFENSE NUMBER

By George E. Doying, Jr.

# For Maintenance, Repair, Supplies The Plan Today

**This "blanket" aid is of assistance to wholesalers in getting preferred treatment for filling qualified orders from certain essential defense and civilian industries**

A NEW AND streamlined procedure for providing priority assistance in the procurement of repair and maintenance materials by 20 essential defense and civilian industries has been put into effect by the Priorities Division of OPM. In addition, special blanket aid is being worked out for a number of other similarly essential industries, these individual plans each being geared to the particular requirements of the industry covered.

These various repair priority procedures are not directly available to wholesalers; they are given, instead, to the user of the materials. But wholesalers may invoke the aid of the rating to supplement their efforts in getting preferred treatment in filling qualified orders.

Furthermore wholesalers can use such orders as they receive from industries availing themselves of the rating to build up their ratio of "defense business" to total dollar volume of sales for passing along to manufacturers using the assistance of the Defense Supplies Rating Plan fully described elsewhere in this issue.

The broad, general repair priority plan, available to 20 industry groups (see list on this page), grants a blanket A-10 rating to all orders for repair parts and to "emergency inventory" supplies necessary to prevent breakdowns in operations.

Repairs are defined in the order as repairs needed because of an actual or imminent breakdown. Emergency inventory is considered as representing the minimum inventory of material required to provide for repairs to meet an actual or imminent breakdown. However, it is important to remember that the rating should be used only for orders that cannot be filled without priority help, and must not be used, by a company, to obtain more parts than are actually required for repair or inventory, or, by a supplier, to obtain more materials than are needed to fill rated orders.

The plan operates along very simple lines. It means that a company in one of the 20 eligible classifications applies the A-10 rating directly to qualified orders—no fuss, no going to Washington to get an "O.K." stamped on it. If the user finds it necessary to use the rating, a qualified officer of the company endorses the order with this legend:

"Purchase Order for Repair or Emergency Inventory - Preference Rating A-10 under Preference Rating Order P-22."

This constitutes certification to OPM that the material ordered is required for the purposes covered by the order. A wholesaler receiving such an order, and needing the same priority assistance in getting it filled, may endorse his order for material from a sub-supplier with this statement:

"Purchase Order for Material required to fill a duly rated order for Repair or Emergency Inventory. This purchase order bears Preference Rating A-10 under Preference Rating Order P-22."

If the order on the wholesaler is for articles obtained from manufacturers using the Defense Supplies Rating Plan, the wholesaler may elect simply to include it in his percentage of "defense business" certified to the manufacturer monthly.

It is important to remember that both methods may not be used—that is, a wholesaler may not pass an A-10 repair order along the line with the special self-certification statement and include it in his calculation of "defense business" also. The choice as to which procedure is

better will depend upon the individual circumstances. Wholesalers who are handling products of manufacturers working under the Defense Supplies Rating Plan probably will find this the simple and just-as-effective system.

The various OPM orders setting up priority machinery for particular industries beyond the general list each have their own individual peculiarities of procedure. Wholesalers will need to familiarize themselves with those orders which affect industries with which they customarily do business so as to be able to meet the deviations from the procedure outlined here.

These special industry orders are being issued as rapidly as defense officials who are working in a particular field can determine the requirements of that type of business. As this issue goes to press, special repair priority orders already had been issued for air transport, textiles and the utilities.

The utilities order, of particular interest to electrical wholesalers, provides not only for repair and maintenance materials but also for those operating materials normally carried in stock and charged to operating expense accounts. *Specifically included in this latter category are materials for connecting new customers on existing distribution lines and similar minor capital expansion—but not any new construction work.*

The following two paragraphs of the original order P-22 are quoted here verbatim as it is highly desirable that everyone be thoroughly familiar with their provisions.

"(f) *False Statements and Penalties.* Any person who applies the preference rating hereby assigned in willful violation of the terms and provisions of this Order, or willfully falsifies records required to be kept or information to be furnished pursuant to this Order, or who obtains a delivery of Material by means of a material and willful misstatement will be prohibited from further applying said rating. Such person may also be prohibited from obtaining further deliveries of Material under allocation and be deprived of any other priorities assistance. The Director of Priorities may also take any other action deemed appropriate, including the making of a recommendation for prosecution under Section 35A of the Criminal Code (18 U.S.C. 80).

"(g) *Revocation or Modification.* This Order may be revoked or amended by the Director of Priorities at any time in whole or in part or in its application to any Producer or any Supplier. In the event of revocation, or upon expiration of this Order, deliveries already rated pursuant to this Order shall be completed in accordance with said rating, unless the rating has been specifically revoked. No additional applications of this rating to any other deliveries shall thereafter be made by any Producer or Supplier affected by said revocation or expiration."

## Industry Classifications Covered By The General A-10 Repair and Emergency Inventory Priority Plan

1. The following federal, state, county, and municipal services: fire and police services; highway maintenance.
2. Carriers:
   a. Urban, suburban, interurban, and intercity common, contract, and private carriers of passengers or freight by electric railway, electric coach, motor truck, or bus, including terminals.
   b. Railroads, including terminals.
   c. Shipping—commercial carriers of freight and passengers by ocean, lake, river, or canal, including terminals.
3. Chemicals—plants engaged in producing chemicals by chemical processing of raw materials.
4. Coke converting.
5. Educational institutions (including vocational trainings).
6. Explosives—plants engaged in manufacturing explosives.
7. Farm machinery and equipment—plants engaged in manufacturing farm machinery and equipment.
8. Food processing or storing—plants engaged in any of the following: milling, refining, preserving, refrigerating, wholesaling or storing of food for human consumption or livestock feed.
9. Highway maintenance and equipment—plants engaged in the production of equipment used in highway maintenance.
10. Hospitals, clinics and sanatoriums.
11. Lumber—plants engaged in the production of lumber (including planing, drying, storing, and treating of lumber), cooperage, plywood, and millwork.
12. Metallurgy—plants engaged in the production of metals and alloys.
13. Mines and quarries (including ore dressing or processing plants and smelting facilities).
14. Newspapers—plants engaged in the publication of newspapers.
15. Petroleum production, refining and transportation—plants and equipment used in petroleum production, refining and transportation.
16. Radio—commercial broadcasting and communication (not including home receiving sets).
17. Research laboratories—industrial and academic.
18. Rubber and rubber products—plants engaged in the production of rubber and rubber products including reclaimed and synthetic rubber.
19. Shipyards and ship repair yards engaged in building and repairing ships (excluding yards devoted principally to pleasure craft).
20. Telephone and telegraph communication.

By O. Fred. Rost

# It's SPAB for Allocations New Hope for Civilian Industry

"IT SHOULD be emphasized that the demands of military and essential civilian requirements must be *equally* recognized and adequately provided for in allocating materials."

Those words are taken from the initial statement of policy of the Supply Priorities and Allocations Board, the so-called super defense agency which now has final responsibility and authority, short of the President, for distributing America's resources.

Obviously those words of SPAB should not be interpreted to mean a concession to the theory of "business as usual"—because the strong man among those who framed the statement, Donald M. Nelson, was probably the first defense official to call for curtailment of civilian output. But those words can, and are intended to be interpreted as meaning that while defense comes first there are fundamental requirements of civilian life which must be "kept in good running order and in more than standby condition." The same initial SPAB statement provides point to the above analysis in these words:

"We must forego the less essential that we may have abundance of the more essential. By less essential industry is meant those industrial activities involving use of materials and production facilities which sap supplies and machinery resources necessary to a realistic all-out defense program. In some cases this may involve only a part of an industry; in other cases it may involve several parts. Wherever possible to convert the less essential to military or essential civilian production this will be done. Every means will be employed to expedite this process with a minimum loss of time for men and machines. But the less essential must go.

"This means cutting off the fat and hardening the muscles.

"The Board holds that defense comes first and while recognizing that the civilian economy must be stripped of less essentials, it must be kept in good running order and in more than standby condition.

"To achieve this twin purpose, *the Board will devise promptly appropriate controls to assure equitable distribution of materials under a constructive system of priorities,* the basic purpose of which is to assure the wisest use of all our resources for the task at hand."

### *To Get The Facts*

The importance of SPAB's declaration perhaps becomes clearer in the light of the policy with which it clashes, that of the professional military viewpoint, which is to take all it needs and some to spare and throw the scraps into a pool to be doled out as long as the supply lasts. Don Nelson has bucked this attitude for more than a year wherever it reared its head in the Army Quartermaster Corps with which he worked as OPM's Director of Purchase, and that was of course before the September 1941 "blitz" shook up defense administrative machinery and gave him the No. 1 overall job.

How does SPAB plan to put its policies into effect?

The fundamentals of its methods have been officially outlined and are being meshed into actual operation. The first concrete order voted by the Board directed Mr. Nelson to undertake the most obvious yet never before really attempted job of charting ahead—months, not weeks, ahead—the realistic picture of what the military and essential civilian requirements actually are—in terms of materials, machinery, men.

Such data for the civilian economy has never been given more than sporadic attention. Military data is mostly in terms of finished items—planes, tanks, ships, and guns—and is scattered among several agencies, each in the market for its own needs. Why OPM didn't draw up this "master plan" is really beside the point, but a real ray of sunshine is the fact that SPAB now is engaged in getting it done at last.

The Board, in announcing its decision declared that "in calling for this long range, all inclusive survey of the nation's total needs under the defense program, SPAB followed the view that there must be one authority to develop the official requirement figures on both levels (products and components), holding that there would be confusion otherwise, because the several parts of the requirement pictures must be developed by separate agencies."

Once this grand total of materials and machines and men (with civilian economy geared at more than standby speed included) is outlined, SPAB will be equipped to do effectively the job it was created to do. Here's how the White House statement explaining the Executive Order creating SPAB started that job:

"The machinery set up, therefore, is charged with the duty not only of dividing the available supply of materials between military needs, defense-aid needs, and the total civilian needs of the people of the United States; but also of equitably allocating the supply between the different civilian industries and users in the United States.

### *Board's Personnel*

The instrumentality for making these priority and allocation decisions, under general defense policies laid down by the President, is a board composed of the existing Board of OPM, namely the Secretary of War, the Secretary of the Navy, William S. Knudsen and Sidney Hillman, and three additional officials, namely the Price Administrator, Leon Henderson, the Special Assistant to the President supervising the Lend-Lease Program, Harry L. Hopkins, and the Chairman of the Economic Defense Board, Vice President Wallace.

Donald M. Nelson will be the Executive Director of the Board and also will serve as Director of the Priorities Division of OPM. Vice President Wallace will be the Chairman. The name of the enlarged board will be the Supply Priorities and Allocations Board."

These seven men, subject to the general policies enunciated by the President, periodically and whenever necessary, will fix the amount of materials to be allocated to military needs, defense-aid needs, economic warfare needs, and total civilian needs.

In the general field of civilian needs, this group will make policies and regulations for the allocation of the available supply of materials between the different competing civilian industries and users.

To illustrate, if the commodity involved is steel, this Board will determine upon policies and regulations under which steel will be allocated, first for materials required by the Army and Navy of the United States, and then for the defense-aid needs, economic warfare needs and civilian needs. When the total amount determined for civilian needs is arrived at, this Board will determine the policies and make regulations for the amount to be allocated to each product group, such as automobiles, railroad cars, refrigerators, building, typewriters, etc. The actual administration of these policies by way of issuance of priority certificates for the various purposes, will be carried on through the appropriate divisions of OPM.

It is, of course, not contemplated that this Board actually will pass on specific priority applications which are filed by the thousands every week. That will continue to be done in the priorities Division under Donald Nelson. Only broad policies and general regulations for priorities and allocations will be determined by the Board; and pursuant to these policies and regulations the actual day-by-day administration of specific priorities will be carried out by the Priorities Division.

The Board, of course, will have no power to determine the division of finished materiel—such as planes or guns or ships. Its jurisdiction will extend only to the materials, parts, machine tools, etc., required for their manufacture.

Another point of direct attack upon which SPAB has embarked is to halt, abruptly, the too-frequent practice of anticipatory buying, particularly of raw materials. The Board's own statement provides the cue for this policy, which is as follows:

"These materials, which may be hoarded in the cellars and attics of certain industries and traders, *will be routed out and put to use where most needed in military and essential civilian production.*"

In its allocations, the Board will consider existing supplies which have been bought in anticipation of future requirements. This means, of course, that the Board will assemble complete, detailed and accurate statements of requirements as to military and essential civilian needs to guide its application and enforcement of priorities.

It is also stated that "Scarce buying against imaginary requirements of the future will be discouraged effectively. Real requirements are too immediate and urgent for us to tolerate the slightest diversion by speculators or others whose actions would destroy our policy of share and share alike the burdens and responsibilities which confront us."

### *Army, Navy Included*

Mr. Nelson firmly intends to apply the yardstick quoted just above *to the Army and Navy just as much as he does to private industry.* He has told the ranking purchasing officers of both branches of the service of this intention.

Finally, SPAB promises to conduct its affairs in a "goldfish bowl" —to use Mr. Nelson's phrase. Again from the original statement of policy comes this declaration:

"The goal our country must reach to perpetuate our freedom and to assure victory for all who share our democratic philosophy means sacrifice. But we must make certain that sacrifices are not imposed because we are wasteful; because we fail to look ahead or because proper use is not made of all available materials, men and machines. For this reason, it is the Board's intention to state publicly the basis of each important step taken, insofar as that may be done without affecting our military security adversely.

"The Board believes that if the public knows why it must forego certain comforts; why it must give rather than get; why, in substance, the fat must go and the muscles be strengthened, the cooperation vital to success will be had in full measure."

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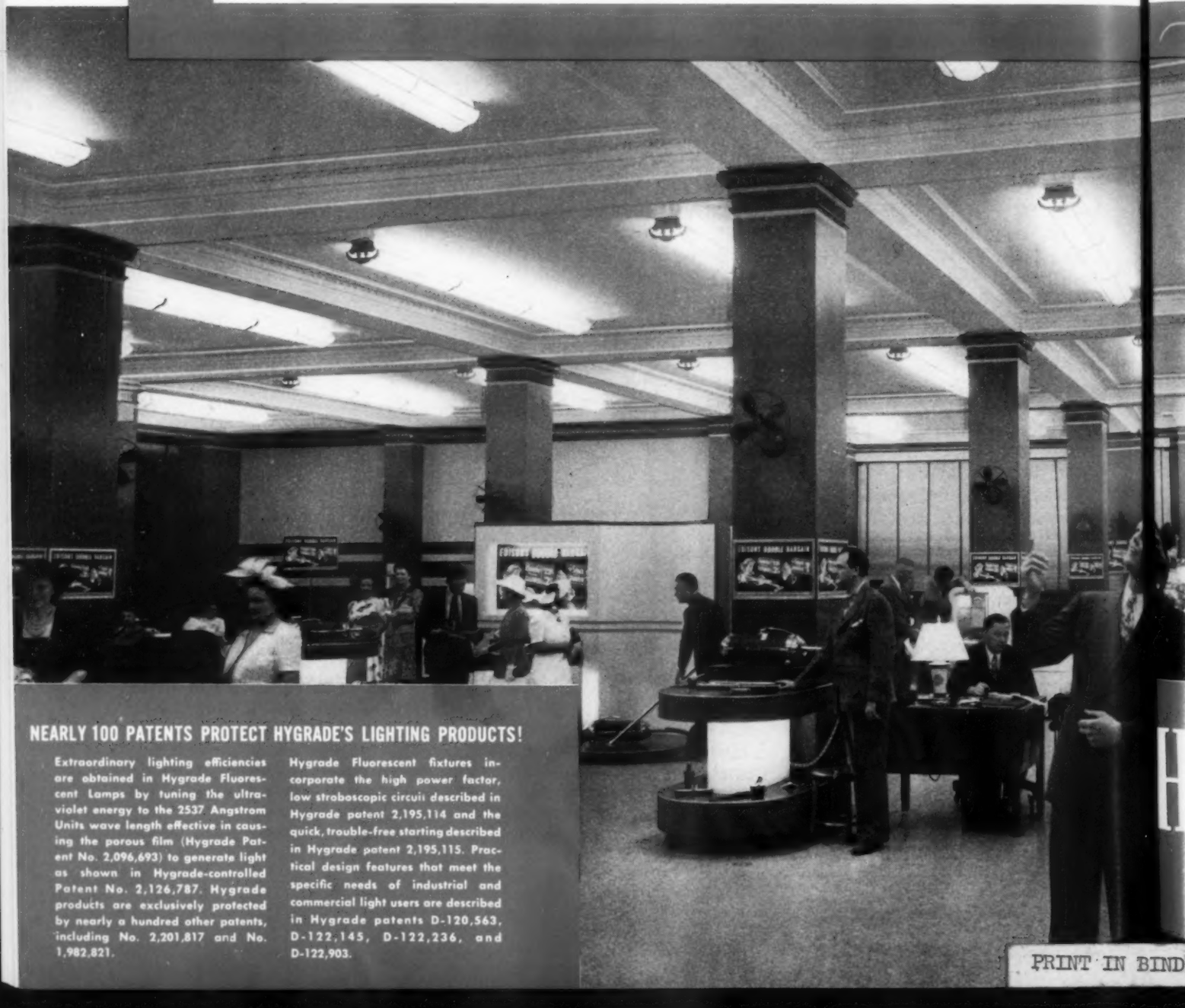

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Hygrade Fluorescent fixtures incorporate the high power factor, low stroboscopic circuit described in Hygrade patent 2,195,114 and the quick, trouble-free starting described in Hygrade patent 2,195,115. Practical design features that meet the specific needs of industrial and commercial light users are described in Hygrade patents D-120,563, D-122,145, D-122,236, and D-122,903.

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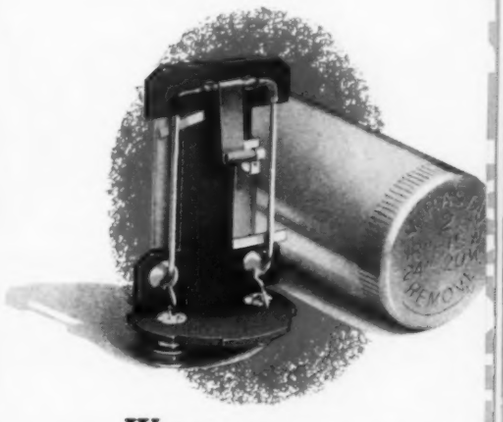

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# Here's Priorities Business For You—300,000 New Homes Get "A" Rating

By O. Fred. Rost

WHOLESALERS and their contractor-dealer customers will benefit greatly from a broad plan to grant priority assistance for the construction of a total of 300,000 defense housing units which was announced by Donald M. Nelson, Director of Priorities, as this issue was going to press. The order implementing the plan became effective Monday, September 22, 1941.

The new procedures, worked out by OPM officials in collaboration with Charles F. Palmer, Defense Housing Coordinator, will assure priority aid for 200,000 privately financed homes for defense workers. Other arrangements have already been made for granting priority assistance to 100,000 publicly financed units.

To expedite the building of essential defense housing, project preference ratings will be granted. The highest rating of those to be available for housing will be assigned to defense projects which were already under construction on September 1, 1941, and for remodeling and rehabilitation which create living accommodations for additional defense workers. Lower ratings will be granted to new construction for rent, and a still lower rating for new construction for sale. *All defense housing ratings, however, will be in the defense, or "A" class.* Certificates of rating will be extended in the field for privately-financed projects by the field offices of the Priorities Division, upon the recommendation of the Defense Housing Coordinator.

*Priority assistance for defense housing means a green light on new homes construction in specified areas.*

By the use of project ratings, the Division of Priorities can assign *one* rating which can be used to secure delivery of scarce building materials (which appear on the Defense Housing Critical List), and which will go into any *one* defense housing project.

This procedure eliminates the need for many different individual applications for different materials.

A list of defense areas has been developed in which there is an acute shortage of housing for defense workers. The complete list is published herewith and defense housing within those areas, both public and private, may be granted priority assistance.

The Defense Housing Critical List includes a number of materials, products, and items essential to housing construction. The project ratings will apply only to items which appear on the list, and in such quantities as the Director of Priorities authorizes. The purpose is to stimulate and expedite the production of the greatest possible number of dwelling units which the economical use of available limited quantities of critical materials will permit.

To obtain a preference rating for defense housing projects, the private builder should file an application with the local office of the Federal Housing Administration. The Director of Priorities is making this use of the facilities of the FHA as a ready means of immediate assistance. This special service of the FHA is completely divorced from, and has no connection with, its underwriting activities as a mortgage insurance agency. Copies of the application form may be obtained from these offices, or from local home financing institutions.

To qualify for the priority assistance extended under the new plan, construction must be confined to family units of a value not in excess of $6,000, if for sale, or for which the monthly shelter rental does not exceed $50. These figures represent top prices for housing to receive assistance under the plan. Construction in lower brackets to meet the economic situations of workers in different categories will be encouraged, and it is expected that in most cases the costs involved will be substantially lower. Exception to the limits set will be permitted only in special circumstances, and then only on the basis of individual consideration.

No application for aid will be considered by the priorities officials until it has been demonstrated that the homes involved are designed for and are readily available to defense workers, at prices within their reach, at locations convenient to their employment, and conform to minimum standards as developed by the Defense Housing Coordinator. It must also be demonstrated that such housing is being, or will be, built in such a way as to use minimum quantities of scarce materials.

Before any specific privately-financed project can be given a rating, it must qualify as defense housing and be approved by the office of the Defense Housing Coordinator.

When this has been done, and the Defense Housing Coordinator has recommended a project, a rating may be assigned in the field by the Priorities Division to the particular job involved on a project rating form.

This rating will be given to the builder of private housing. The builder can extend the rating by executing (signing) a copy of the order and serving it on his suppliers. The suppliers in turn can extend the rating to their own suppliers in the same way.

In announcing the plan, Mr. Nelson explained that the construction of new defense plants and the development of new industrial areas have shifted the centers of employment; decreased the demand for housing in some areas, and increased it rapidly in others.

This makes it necessary to provide new, adequate and convenient housing for workers—close to the job—even if this means additional difficulties for the construction of other residential housing not essential to the success of the national defense program.

*Because the rehabilitation and alteration of existing dwellings will provide additional living accommodations most quickly and economically, a high priority rating will be given to this class of work.*

Application forms will be available throughout the country of local FHA offices and at home financing institutions, on and after September 22, 1941.

### *Defense Housing Critical List*

This list is based upon the critical position of the materials involved as of the date of issue hereof and, since that position may change at any time, this list is subject to revision whenever affecting circumstances warrant such action.

Herein included are all items for which priorities assistance will be given for the construction of defense housing, including Government owned, or assisted, and privately financed. Any materials under priority control not listed herein, and which may be deemed essential in a given project by those constructing it, shall be handled as an independent item for priority consideration and will be considered on its merits in relation to that project.

Any material not requiring priority assistance may be used in any defense housing project at the discretion of those constructing the project, provided such use of the

(*Continued on page* 100)

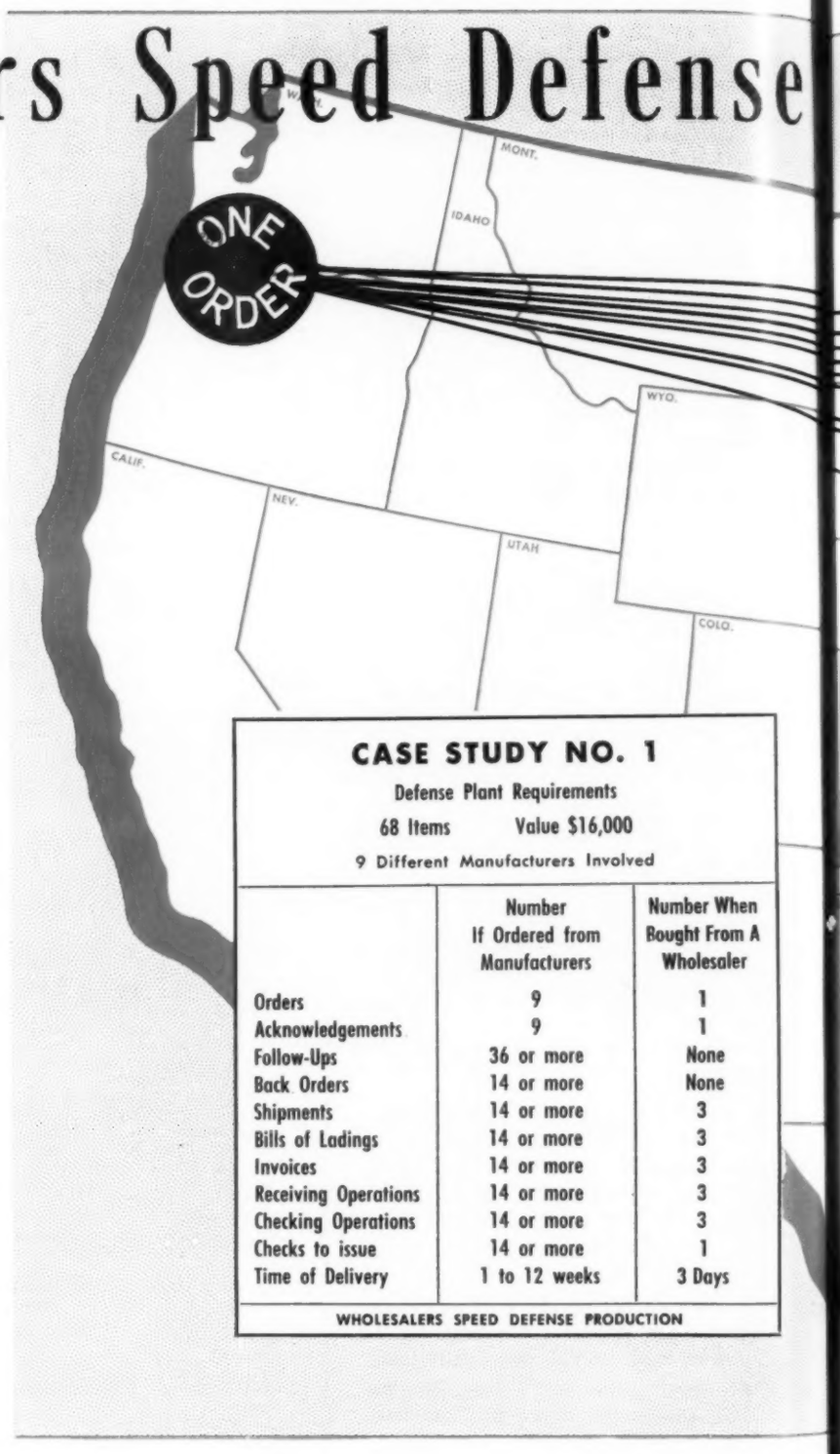
## DEFENSE HOUSING CRITICAL AREAS

**ALABAMA**—Anniston, Birmingham, Childersburg-Sylcauga-Talladega, Gadsden, Mobile, Montgomery, Muscle Shoals, Phenix City, Selma.
**ARIZONA**—Litchfield Park, Tucson
**ARKANSAS**—Hope, Little Rock-Jacksonville, Ft. Smith.
**CALIFORNIA**—Los Angeles, Bakersfield, Fresno, Monterey, Oceanside-Fall Brook, San Diego, San Francisco and East Bay Cities, San Luis Obispo, San Miguel-Paso Robles, Stockton, Vallejo.
**COLORADO**—Denver.
**CONNECTICUT**—Bantam, Bridgeport, Hartford, Meriden, Middletown, New Britain-Bristol, New Haven, New London, Stamford, Waterbury.
**DELAWARE**—Wilmington.
**DISTRICT OF COLUMBIA**—Washington.
**FLORIDA**—Cocoa, Jacksonville, Key West, Opa Locka, Orlando, Panama City, Pensacola, Starke, Tallahassee, Tampa, Valpariso, West Palm Beach.
**GEORGIA**—Albany, Atlanta, Augusta, Columbus, Hinesville, Macon, Roseville, Savannah, Toccoa, Valdosta.
**IDAHO**—Boise.
**ILLINOIS**—Alton, Chicago-Waukegan, Davenport-Rock Island, Joliet-Wilmington, Rantoul, Rockford, Savanna.
**INDIANA** — Anderson, Charleston-Jefferson-Louisville, Ky., Connersville, Ft. Wayne, Gary, Hammond, Indianapolis, La Fayette, La Porte-Kingsbury, Madison, South Bend, Evansville, Ind., Henderson, Ky.
**IOWA**—Burlington, Council Bluffs, Des Moines.
**KANSAS**—Junction City, Kansas City, Parsons, Wichita.
**KENTUCKY**—Louisville-Charlestown.
**LOUISIANA** — Alexandria, Baton Rouge, Lake Charles, Leesville-DeRidder, New Orleans, Shreveport.
**MAINE**—Bangor, Bath, Portland.
**MARYLAND**—Aberdeen, Annapolis, Baltimore, Elkton, Hagerstown.
**MASSACHUSETTS**—Boston, Falmouth, Greenfield, Pittsfield, Springfield-Holyoke, Worcester.
**MICHIGAN**—Bay City-Saginaw, Battle Creek, Detroit-Ypsilanti, Lansing, Midland, Muskegon, Pontiac.
**MINNESOTA**—Minneapolis-St. Paul.
**MISSISSIPPI**—Biloxi, Columbus, Greenville, Hattiesburg, Jackson, Meridian, Pascagoula.
**MISSOURI**—Joplin-Neosho, St. Louis, Springfield, Waynesville-Rolla.
**NEBRASKA**—Omaha-Council Bluffs.
**NEVADA**—Hawthorne, Las Vegas.
**NEW HAMPSHIRE**—Manchester, Portsmouth.
**NEW JERSEY**—Bayonne-Staten Island, Bound Brook-Perth Amboy, Dover, Newark-Kearny-Elizabeth, New Brunswick, Patterson-Passaic, Trenton.
**NEW MEXICO**—Gallup.
**NEW YORK**—Bethpage-Farmingdale, Binghamton, Brooklyn-Long Island City, Buffalo-Niagara Falls, Dunkirk, Elmira, Greenport, Massena, Poughkeepsie, Rochester, Schenectady, Sidney, Syracuse, Troy-Watervliet-Albany, Utica-Rome, Watertown.
**NORTH CAROLINA**—Charlotte, Fayetteville, Jacksonville-Morehead City, New Bern, Wilmington.
**OHIO**—Akron, Canton-Massilon-Alliance, Cincinnati, Cleveland, Columbus, Dayton, Hamilton-Middletown, Lorain-Elyria, Mansfield, Ravenna-Warren, Sandusky, Sidney, Springfield, Steubenville, Toledo, Youngstown-Sharon, Pa.
**OKLAHOMA**—Enid, Lawton, Oklahoma City, Tulsa.
**OREGON**—Astoria, Hermiston, Pendleton, Portland.
**PENNSYLVANIA** — Allentown-Bethlehem-Philipsburg, Beaver County, Berwick, Coatesville, Corry, Ellwood City, Erie, Harrisburg-Middletown, Johnstown, Latrobe-Greensburg, Monessen-Charleroi, Norristown-Bridgeport, Philadelphia-Camden-Chester, Pittsburgh-New Kingston, Pottstown, Sharon, Titusville, Warren-Irvine, Williamsport, York.
**RHODE ISLAND**—Newport, Quonset Point.
**SOUTH CAROLINA**—Charleston, Columbia, Spartanburg, Sumter.
**TENNESSEE**—Bristol-Kingsport, Chattanooga-Cleveland, Knoxville-Alcoa, Memphis-Millington, Milan-Humboldt-Jackson, Nashville, Tullahoma.
**TEXAS** — Abilene, Beaumont-Orange-Port Arthur, Brackettville, Brady, Brownwood, Corpus Christi, Cuero, Dallas-Ft. Worth, Denison-Sherman, Dumas, El Paso, Freeport, Galveston, Harlingen, Houston, Lubbock, Midland, Mineral Wells, Palacios, San Angelo, San Antonio, Texarkana, Vernon, Victoria, Wichita Falls.
**UTAH**—Ogden, Salt Lake City.
**VERMONT**—Springfield-Windsor.
**VIRGINIA**—Dahlgren, Newport News, Norfolk-Portsmouth, Petersburg-Hopewell, Pulaski-Dublin-Radford.
**WASHINGTON**—Bremerton, Everett, Keyport, Longview-Kelso, Seattle, Spokane, Tacoma.
**WEST VIRGINIA**—Charlestown, Morgantown.
**WISCONSIN**—Beloit, Green Bay, Madison, Manitowoc, Milwaukee, Oshkosh, Racine-Kenosha.
**ALASKA**—Fairbanks, Anchorage, Ketchikan, Kodiak, Sitka.
**HAWAII**—Honolulu.
**VIRGIN ISLANDS**—Charlotte-Amolie.
**PUERTO RICO**—Aquadilla, San Juan.

# Wholesalers Speed Defense P

# Save

# Hours
# Days
# Weeks
# Months




**CASE STUDY NO. 1**

Defense Plant Requirements

68 Items Value $16,000

9 Different Manufacturers Involved

| | Number If Ordered from Manufacturers | Number When Bought From A Wholesaler |
|---|---|---|
| Orders | 9 | 1 |
| Acknowledgements | 9 | 1 |
| Follow-Ups | 36 or more | None |
| Back Orders | 14 or more | None |
| Shipments | 14 or more | 3 |
| Bills of Ladings | 14 or more | 3 |
| Invoices | 14 or more | 3 |
| Receiving Operations | 14 or more | 3 |
| Checking Operations | 14 or more | 3 |
| Checks to issue | 14 or more | 1 |
| Time of Delivery | 1 to 12 weeks | 3 Days |

WHOLESALERS SPEED DEFENSE PRODUCTION

PROOF of the pudding lies in the eating.—

This old proverb has been used frequently when the proof involved left some questions unanswered, but we are certain that it was never applied where the proof was more complete, conclusive and irrefutable than here.

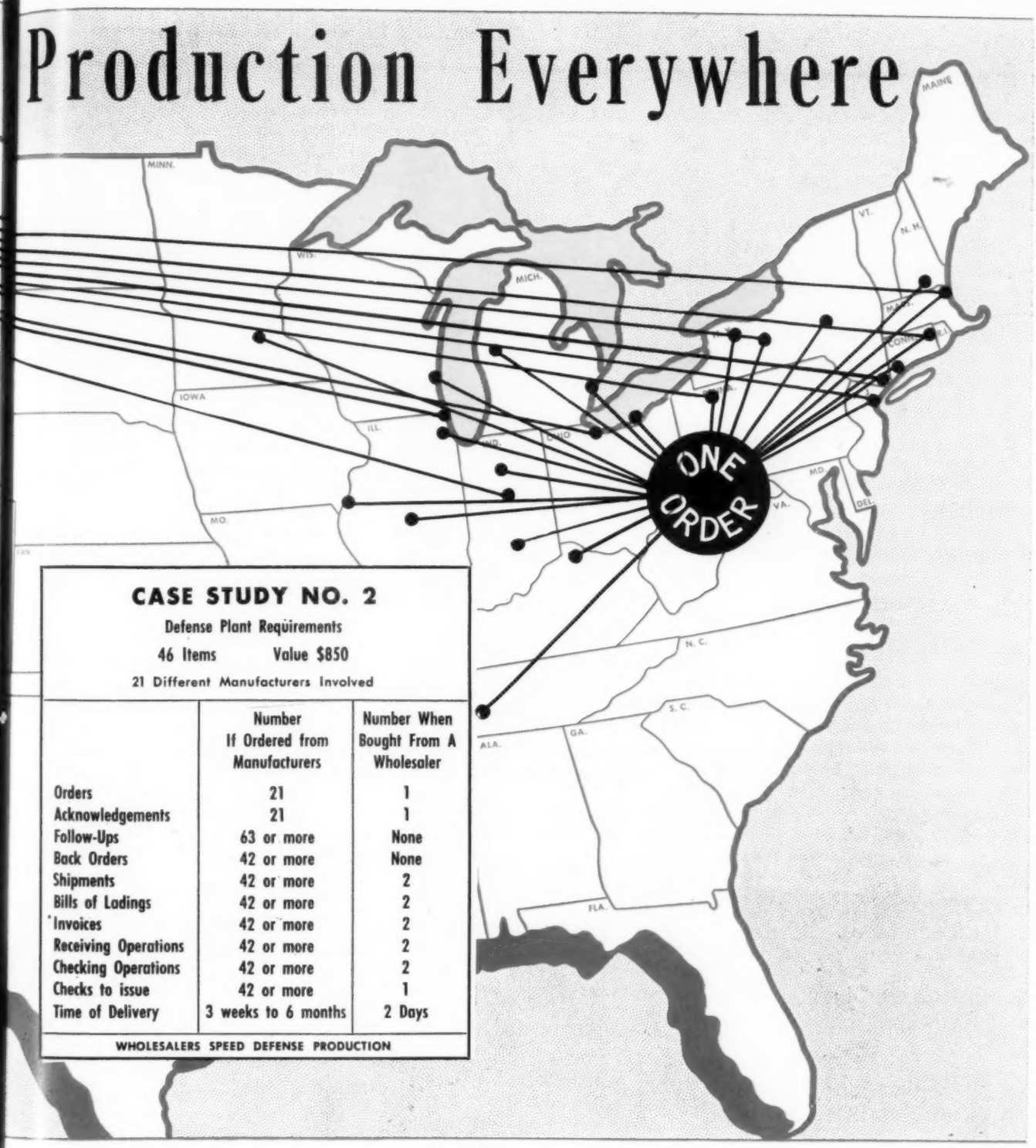
It has been asserted often and in many places, that in normal times—good or bad, in peace or war, the services rendered by the wholesalers represent a series of essential functions that cannot be performed with equal efficiency and speed nor as economically by any other single agency.

During the World War 1914–18, the wholesalers War Service Committee was able to convince the Priorities Division of the War Industries Board that the wholesalers were performing valuable services. The committee presented a number of case studies of specific instances of outstanding performance which helped materially in obtaining recognition as an essential industry and an appropriate and most helpful priority rating.

Today the situation is parallel to an extent, but the demands on all branches of all industries are much more extensive. They are stupendous and the volume of materials involved is almost beyond comprehension. Over $60 billions already have been appropriated for defense: we are told that this is only the beginning; we know that, at present at least, the end is not in sight.

Thus, with defense demands enjoying the absolute right of way, the

# Production Everywhere




**CASE STUDY NO. 2**

**Defense Plant Requirements**

**46 Items Value $850**

**21 Different Manufacturers Involved**

| | Number If Ordered from Manufacturers | Number When Bought From A Wholesaler |
|---|---|---|
| Orders | 21 | 1 |
| Acknowledgements | 21 | 1 |
| Follow-Ups | 63 or more | None |
| Back Orders | 42 or more | None |
| Shipments | 42 or more | 2 |
| Bills of Ladings | 42 or more | 2 |
| Invoices | 42 or more | 2 |
| Receiving Operations | 42 or more | 2 |
| Checking Operations | 42 or more | 2 |
| Checks to issue | 42 or more | 1 |
| Time of Delivery | 3 weeks to 6 months | 2 Days |

**WHOLESALERS SPEED DEFENSE PRODUCTION**

outlook for all types of industries is today confused and obscure. Then, it must be remembered that the wholesaler always has been under attack when various methods of distribution are X-rayed.

For these and other reasons it seemed desirable that the industry as such, and each wholesaler individually, should have ready at hand conclusive evidence of the inestimable value of the services rendered by the wholesaling industry.

That is why WHOLESALER'S SALESMAN some months ago asked the cooperation of various wholesalers in a special effort to accumulate examples of outstanding services in the interest of speeding defense production.

We present here the first series of case studies, each representing a transaction that involved a defense production plant or project. Each

case demonstrates conclusively that without having an electrical wholesaler ready to serve, and without having a vast variety and huge quantities of various materials quickly available *at the point of use*, that particular defense activity would now be far behind its schedule.

We believe that these case studies are genuine proof that Wholesalers Speed Defense Production Everywhere.

### Case Study No. 1

**Pacific Coast**—Construction of a Defense Plant. 68 items. Value of order $16,000. Products of 9 manufacturers. Time saved 1 to 12 weeks. See accompanying map.

### Case Study No. 2

**Middle Atlantic**—Expansion of a plant having defense contract. 46 items. Value $850. Products of 21 different manufacturers. Time saved 3 weeks to 6 months. See accompanying map.

### Case Study No. 3

**Maryland**—Building Airplane Plant. Quantities of materials had been underestimated by contractor who operated from distant city. Wholesaler was on the ground opened warehouse on Sunday, supplied 7 classes of materials including some control switches. Time saved 7 or 8 weeks.

### Case Study No. 4

**North Carolina** — Expansion of textile mill on defense work. Normal time of delivery on quantity of assorted items would have been 5 weeks. Wholesaler delivered most of the goods at once, his specialized knowledge of where materials could be secured was called on when he telephoned to 11 different long distance points for several special items, obtained them in time for use when needed. Products of 12 different manufacturers. Time saved at least 5 weeks.

### Case Study No. 5

**Ohio**—Plant making ordnance with A-1-a and A-1-b priorities. Urgently needed conduit, fuses, fittings, controllers, transformers and long list of other materials before it could go into production. Wholesaler delivered from stock. If ordered from the 20-odd different manufacturers, delivery would have taken from 8 to 12 weeks.

### Case Study No. 6

**Pennsylvania** — Naval Air Craft Factory. Over 20 different types of products, some in several different sizes. Conduit, switches, transformers, motors included. Wholesaler delivered from stock goods where deliveries from manufacturers are made on 6 to 18 week schedule.

### Case Study No. 7

**New England** — Marine Motors Plant. Conduit, fittings, panels, switches, wire, cable, connectors. Over 50 items made by nearly 30 different manufacturers. Wholesaler delivered from stock as needed on the job. Shipments from manufacturer would have taken 4 to 10 weeks.

### Case Study No. 8

**New York State**—Reconditioning ordnance plant. This operation proceeded on day-to-day basis with 120 electricians on the job. Changes in plans and unexpected emergencies arose almost daily. Wiring materials and control equipment of every imaginable type and size were demanded on short notice. Completion of this job while purchasing all materials direct from 40 or 50 different manufacturers would have been subject to inestimable delay. At least 3 to 4 months were saved by utilizing the facilities and services of the wholesaler.

### Case Study No. 9

**Illinois** — Fire destroyed part of Quartermasters Distribution Depot. Wholesaler stood by through the night, planning temporary connections, delivering necessary materials for installation by electricians so that operations could be resumed promptly. No estimate can be made of the time saved as compared with having to obtain the needed materials from plants scattered all over the country.

### Case Study No. 10

**Ohio**—Plant making machine tools for arsenals, required immediate expansion of capacity to keep up to delivery schedules. Products of 48 different manufacturers of electrical equipment were involved. Wholesaler delivered within 8 hours after receiving the order. Conservative estimate of time required to gather the same lot of materials from those 48 different concerns is 30 days—using the full force of highest possible priority ratings.

### Case Study No. 11

**Atlantic Coast** — Large defense production project. Decision on location was followed immediately by starting construction. Advance planning for accumulation of necessary electrical wiring and control equipment was impossible.

Engineers and contractors used the large and diversified stock of a wholesaler as supply base. Average order included the products of 20 different manufacturers. Considering present deliveries of those manufacturers against orders with high priority ratings, completion of this project would have been delayed at least 3 months.

### Case Study No. 12

**New York State**—Factory making guns had to increase capacity and install more equipment. Every type of equipment was needed but no one person was capable of making a plan or preparing a list of requirements.

Wholesaler cooperated with plant electrician and engineer. Introduced them to certain new products that facilitated production and were more speedily installed. Saved them several thousand dollars on costs of materials and labor. New production equipment went into

operation long before originally expected. Time and money saved by wholesaler cannot be estimated.

### Case Study No. 13

**Central West** — Manufacturer of certain equipment, urgently needed for naval construction, needed quantities of neoprene cable, one of the items on the OPM critical materials list. Wholesaler delivered from stock part of needed quantity, obtained balance from other wholesalers in different parts of the country and enabled the manufacturer to deliver the machinery when the Navy wanted it. Time saved cannot be estimated.

### Case Study No. 14

**Middle Atlantic** — Refrigeration equipment for defense plant. Special combination circuit breakers and pilot light assemblies were needed immediately to avoid costly delays. The best delivery promise from a reputable manufacturer was 3 months because the units had to be built to order. Wholesaler obtained the various component parts from numerous sources, had the units assembled locally and made delivery in 10 days. Time saved by the wholesaler was at least 2 months and 20 days.

### Case Study No. 15

**Gulf Coast** — Government plant needed circuit breakers power distribution panels. Best delivery obtainable from manufacturers was 8 weeks on the specified sizes. Long distance telephoning by the wholesaler resulted in changes to equally suitable equipment that was immediately available. Wholesaler absorbed extra costs but saved at least 8 weeks of precious time.

### Case Study No. 16

**Illinois**—Plant making shells for big guns had had frequent electrical breakdowns due to overloading. Main service burned out completely on a Saturday. Wholesaler got part of his own stock and delivery force to stay on the job through from Saturday until Monday. He secured a capable contractor with some experienced men to assist the plant engineer in installing new wiring and control equipment which was delivered from the wholesaler's stock as the need occurred. The furnaces went back into full operation on Monday morning, thanks to the services and supplies that the wholesaler had made available over the week-end.

### Case Study No. 17

**Atlantic Coast**—Required for immediate use in connection with military operation was a long list of electrical materials including floodlights. Most of the items could have been obtained from the respective manufacturers only under proper priority ratings. Orders would have had to take their turn and delivery might have occurred in from 8 to 12 weeks. Instead a wholesaler delivered the desired materials from stock and a serious emergency was averted.

### Case Study No. 18

**Navy Yard** — Emergency conditions called for immediate use of a large quantity of various electrical materials. Several different types and sizes of wire, conduit, switches and transformers were included. A wholesaler supplied practically all the items and quantities from stock. If ordered individually from the 20 - odd different manufacturers whose products were involved, from 6 to 18 weeks would have elapsed before all deliveries could have been completed.

### Case Study No. 19

**Eastern States**—A new plant for building airplanes was being erected. When it was nearly completed, changes were ordered that required certain quantities of additional or different electrical materials. Without the services and stocks of a wholesaler to draw on, 11 different manufacturers would have had to be called and deliveries of all the items, on the basis of then existing shipping schedules, would have taken at least 3 weeks. The wholesaler delivered all the needed material from his warehouse in one shipment.

### Case Study No. 20

**Central West**—Expansion of production capacity in plant making equipment for the army. Requirements of electrical materials included the products of 48 different manufacturers. Endless delay would have been caused if each of those factories would have had to be contacted separately. From 8 to 12 weeks would have elapsed before enough of the material could have been on hand to let a crew of electricians go to work. The wholesaler delivered the goods—in 24 hours.

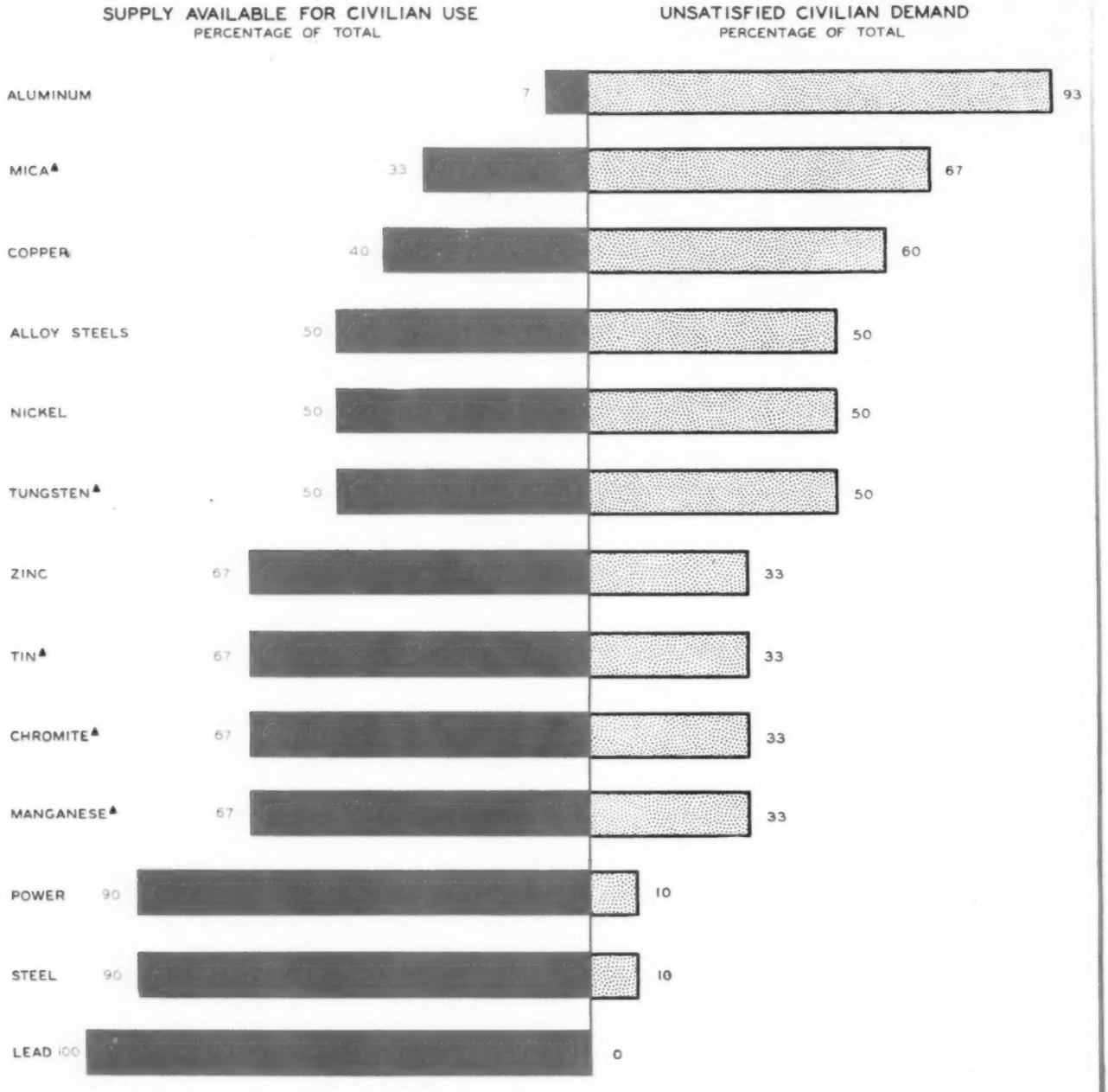
### Case Study No. 21

**Atlantic Coast**—Chemical plant engaged in defense production had a fire. Rubber covered and weatherproof wires and cables; regular, vapor proof and explosion proof fittings; safety switches; heavy duty plugs and receptacles were needed at once so as to get the plant back into production with the least possible delay. To obtain those varied items from the different manufacturers would have kept the plant closed for from 3 to 4 months. The wholesaler had deliveries completed in 3 days.

### Case Study No. 22

**New England**—Construction of new plant for making machine guns called for several carloads of conduit, wire and cable, fittings, panel boards, circuit breakers and a large assortment of other electrical materials. Direct purchases from the manufacturers would have involved 1 to 3 months' delay in getting the work started. Also, if such items as conduit, cable, etc., had been received on the job in the quantities ordered, a warehouse and crew would have been needed. Instead, a wholesaler made daily deliveries of needed materials from stock and thereby aided in getting the building finished in record time.

# CIVILIAN SUPPLIES AFTER DEFENSE NEEDS
## UNITED STATES, JULY, 1941




Large defense requirements have greatly reduced the supply of a number of key materials, chiefly metals, available for civilian production. The greatest shortage exists in aluminum of which only one pound is estimated as available for every fifteen pounds of civilian demand, or orders, after allowing for the needs of the Army and Navy. Shipping difficulties account for some of the shortages; we are entirely dependent upon foreign sources for cork, mica, tin, and rubber. About 75% of the manganese, 70% of the tungsten and chromite, and 50% of the mercury normally consumed is imported.

Industry-wide figures are reported in all instances. For the steel industry, the ratios vary considerably for different types of products; for example, in the case of steel plates, civilian demand which cannot be met is estimated at 33%. The power industry's chief current problem is in the Southeast, where power allotments have been reduced about 33%. Stock piles being created by the government are considered as defense requirements.

Source: Office of Production Management, Release dated July 8, 1941.

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*NATIONAL INDUSTRIAL CONFERENCE BOARD, INC.*

By H. H. Wanders*

# The Long and the Short Of The Raw Materials Problem

**Facts on supply and demand of metals and materials important to the wholesaling industry, presented by the marketing editor of the magazine which is the world standard in that field**

THE question uppermost in the minds of wholesalers and manufacturers of electrical equipment is: How much material can be counted upon for next year?

Officials of the priorities division are getting tough, and defend their actions by pointing out that defense comes first. They have a job that must be done and preferably through "willing cooperation." If we can't get it by willing cooperation, they say, the man that obstructs that flow of willingness to cooperate is either going to be made to get in line or is going to be pushed out of line.

But away down deep there is a feeling that all possible roads to keeping the wheels turning have not been explored.

For instance, production of copper and other essential raw materials has been large, and invisible supplies, perhaps in manufactured form, must be large. This has brought the question with increasing frequency: "Has rationalization been tried in coordinating all production?"

That defense comes first is obvious. But few, if any, can grasp the magnitude of the defense job that is changing our economy from one of plenty to one of scarcity. Contracts let on defense work already involve more than $30 billion. Appropriations total $52 billion and there is no end in sight. As the huge expenditures begin to revolve through devious channels—better business to the average observer—demand for all kinds of goods and services are bound to take on unheard-of proportions. Just now there are two booms in one, the vast defense program plus the rise in activity in civilian wants.

For lack of precise information, all industry, naturally enough, is wondering whether the hurried demands made by those in charge of supplying the defense needs are real. The figures are simply staggering. The feeling persists that fair distribution of the available supply of basic raw materials will not be brought into the picture until the cupboard is almost bare. Just what has been going on in connection with some of the key raw materials, reviewed in the following summary, should be of value to those pondering the outlook.

### *Copper*

Statistics, under prevailing conditions, are not moving the markets pricewise. Prices are under control, though not actually fixed. A few figures on copper will show what producers and consumers are up against. The previous peak in copper consumption in this country occurred in 1929. In that year 1,119,000 tons were consumed. Then came the depression, and consumption fell to 336,000 tons in 1932. Now the needs are estimated at 1,800,000 tons a year.

We are producing copper at the rate of 1,100,000 tons a year. To increase the supply immediately, our Government has arranged to import between 500,000 and 600,000 tons a year, chiefly from Latin American countries. Despite these large imports, a deficit in the supply exists. Hence priorities. Estimated copper needs are largely conjectural.

Some consumers have purchased copper that will not be needed until well into 1942. They claim that they had to protect themselves against orders for defense and other materials that were closed during the last year. Most of the figures released by the industry that purport to show what is being consumed should really be viewed as nothing more than apparent consumption. As we learned in 1929, stocks of finished products are just as important in appraising the situation as stocks of raw materials in the hands of producers. The supply situation in copper could be eased if all purchases, including those of the Army and Navy, were tied more closely to the actual near-term wants of consumers. Some call this planning. To succeed, such planning must be ruthless. Obviously, to raise our supply of copper to 1,800,000 tons a year or more we must keep the import channels open. And high cost producers in the United States should be encouraged to produce more copper through some form of subsidy.

### *Zinc*

When the demand for brass rises, zinc plays an important part. Brass contains roughly 70 percent copper

* *Marketing Editor, Engineering & Mining Journal*

and 30 percent zinc. This war so far has also absorbed large tonnages of zinc die castings and galvanized products. At first Great Britain came to us for supplies of zinc, despite fairly large production in the Empire. Zinc was the first nonferrous metal to move into a tight position and consequently experts are following operations closely for possible clues to the future.

Production is being expanded, and, with some curtailment in nonessential applications of the metal, stocks in the hands of producers have increased moderately in the last few months. During August this year, smelter output in the United States was at the rate of 900,000 tons a year, which compares with 700,000 tons in 1940. We are importing slab zinc from Mexico and Canada and can count on a total of 50,000 tons a year from them.

Though large brass mills will come into operation in 1942, zinc production facilities are due to expand further. The industry plans to produce fully 1,000,000 tons of it in 1942. With careful rationing of supplies, the problem should ease.

### *Lead*

As recently as last April, authorities maintained that lead would not present a difficult supply problem. But demand for lead began to expand, along with all other products, and the country was forced to turn to imported lead to satisfy the trade. Shipments of refined lead to domestic consumers during 1940 averaged around 50,000 tons a month. Early in 1941 the industry shipped lead at the rate of 60,000 tons a month. During the summer period shipments increased to close to 90,000 tons a month.

The cable industry has been taking almost twice as much lead this year as in 1940. Domestic refineries are producing lead at the rate of 670,000 tons a year. The Government has purchased surplus lead from Mexico, Peru, Canada, and Australia to the tune of 250,000 tons a year. Total supply, domestic and imported, 920,000 tons. Estimated demand appears equal to the supply.

That there has been some overbuying of lead is generally conceded. Loose talk of shortages in everything has scared the lead consumer. But imports of lead should save the situation for the consumer.

### *Tin*

Normally, the United States consumes about 75,000 tons of primary tin a year. Tin-plate absorbs more than one-half of that total. Other important consumers are makers of bearing metals, solder, and bronze. Demand has increased this year so that all of 90,000 tons will be needed to satisfy the wants of consumers. The Government has stored large quantities and private industry has acted likewise. More than a year's supply is now on hand.

Until the Government-financed tin smelter at Texas City is completed next year (capacity 18,000 tons a year, using imported ore) this country will continue to draw on the Far East for virtually all of its supplies. In the event that nothing occurs to interfere with the movement of tin from Malaya, the supply situation presents no problem.

### *Aluminum*

In 1940, the United States produced 206,280 tons of virgin aluminum, the highest annual tonnage on record. The present expansion program for aluminum staggers the imagination. By the end of 1941, production is expected to attain a rate the equivalent of 375,000 tons a year. Before the end of 1942, the capacity to produce aluminum in this country will go to 750,000 tons.

The Metals Reserve Company, the Government's purchasing organization, has contracted for 340,000 tons of aluminum to be supplied by Canadian producers over a period of three years. Defense officials say that all of the production now in sight will be needed for the armament program. That may be so, but the feeling persists that by careful planning a fair tonnage could be set aside for civilian use.

Under the expansion program in aluminum, the Government has announced that seven new plants are to be constructed and completed in from 12 to 15 months as follows:

Aluminum Company of America, three plants; one of 50,000 tons capacity in Arkansas, one of 45,000 tons capacity in Vancouver, Wash., and one of 75,000 tons capacity at Massena, N. Y.

Union Carbide & Carbon Co., one plant, 30,000 tons capacity, at Spokane, Wash.

Reynolds Metals Co., one plant, 50,000 tons capacity, at Lister, Ala.

Bohn Aluminum & Brass Co., one plant, 35,000 tons capacity, at Los Angeles, Calif.

Olin Corp., one plant, 15,000 tons capacity, at Tacoma, Wash.

(As we go to press RFC announces that Reynolds Metals will get a loan covering 30,000 tons additional capacity for Lister, Ala. plant)

### *Steel*

Estimated steel requirements for 1941 total approximately 80,000,000 tons, according to a recent study by the Committee on Commercial Research of the American Iron and Steel Institute.

Capacity has increased 4,500,000 tons in 18 months to 85,149,000 tons. Present capacity is 18 percent greater than in 1929 and 40 percent greater than in 1918. Present schedules indicate that 87,900,000 tons of rated capacity will be ready for operation by the end of 1941, and additional capacity for 1942.

From present indications, exports of steel during 1941 will be less than in 1940. The electrical machinery and equipment industry is expected to take 1,600,000 tons of steel during the current year.

Inventory control by all, including Army and Navy, plus a program for actual needs, would point to a favorable supply situation.

### *Mica*

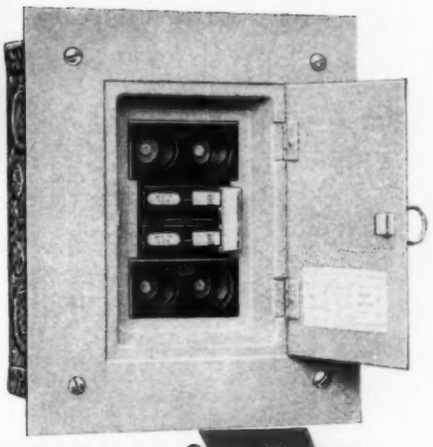
Mica prices have risen to the point where increased production can be visualized throughout the Western Hemisphere. Our chief source of supply has been India and it is reasonable to assume that all effort will be made, in close collaboration with the British Empire, to keep supplies moving to this country from that important source.

### *Conclusion*

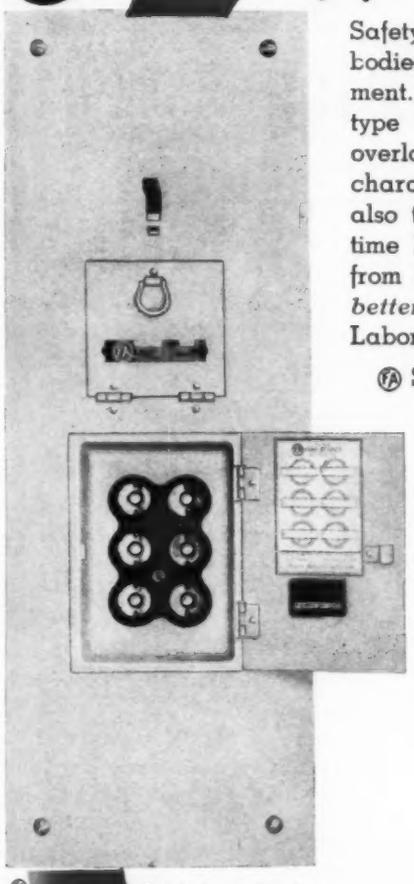
Experts in marketing hold that the supply situation can be eased, perhaps appreciably, by careful planning. Government and industry will have to cooperate in this task.

That Washington thinking is moving along those lines is indicated in a news release, dated Sept. 10, which states that the Supply Priorities and Allocations Board has launched a program for "detailed planning of America's defense program on a basis of accurate, coordinated knowledge of all of the nation's requirements, both military and civilian."

# *Whatever the need for* SERVICE EQUIPMENT— *FA can supply it!*



*Combination Type FA Service Equipment with FA Type AC Circuit Breaker Main, and Plug Fuse type Branch Circuits. Cat. No. SE353-P4F*



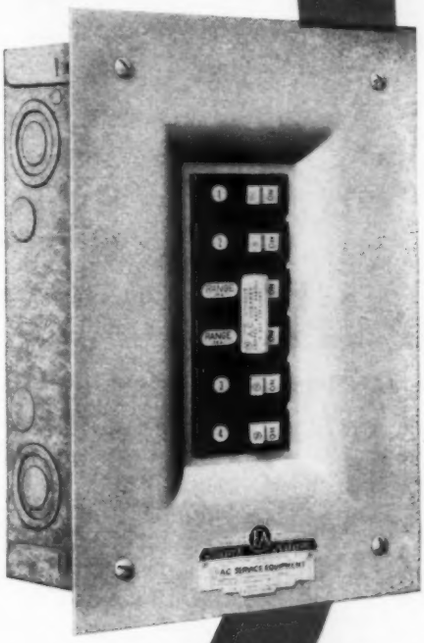
*FA Safety-type Service Equipment with 60 Amp. Tumbler Main Switch and Fuse. Bell Transformer and Signal. Cat. No. SE636F*

Safety and modern protection are embodied in each piece of FA Service Equipment. Both circuit breaker type and fuse type protect circuits against harmful overload. Because of the proper time lag characteristics of circuit breakers, and also the improved type of non-tamperable fuses with greater time lag characteristics, they prevent annoying interruptions from momentary overload. All FA Service Equipment is *built better than necessary* — and approved by Underwriters' Laboratories.

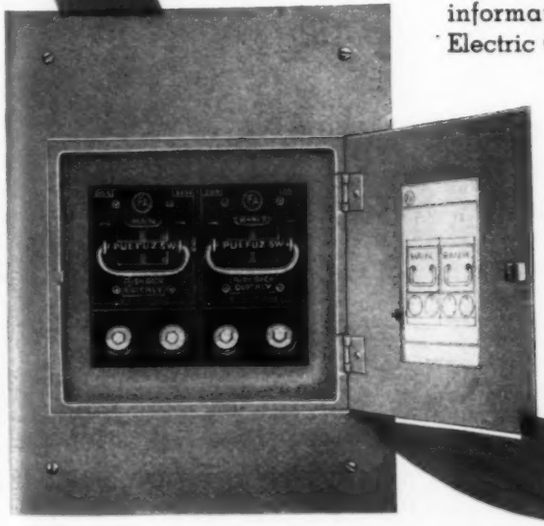
FA Service Equipment is assembled from *standardized* molded sections — installed in *standardized* cabinets — with ample *standardized* knockouts. This *standardization* improves the product, lowers the cost and expedites deliveries. Spacious gutters are provided for ease in wiring . . . Available for either flush or surface mounting, they are pleasingly designed, and the fronts are finished in attractive pearl gray lacquer.

## Stock this Fast-Moving Line

It has ready acceptance by architects and contractors. . . . Write today for complete catalog information. . . . Frank Adam Electric Company, St. Louis, Mo.



*FA Service Equipment with D.P. 35 Amp. AC Circuit Breaker for range circuit, and 4 S.P. AC Circuit Breakers for light and appliance Branch Circuits. Cat. No. SE41-3L7F*



*FA Service Equipment with Main Switch, Range Circuit and four Lighting Branch Circuits. Cat. No. SE63PF4-6XF*

Frank Adam

1891 FIFTY YEARS SERVICE 1941

FRANK ADAM ELECTRIC CO.
ST. LOUIS, MO. U.S.A.

By Henry W. Young

# Tailored Industrial Lighting— Takes Incandescents and Fluorescents

*Ralph Tynan, salesman for the Westinghouse Electric Supply Co., who followed through on the job and secured a big order.*

TO provide any industrial plant with lighting that is designed to meet exacting standards and assure proper intensities for each operation requires intelligent selling and closest possible cooperation on the part of wholesaler, manufacturer, contractor and customer.

By just that process, those desired objectives were reached with outstanding success in connection with the lighting equipment throughout the new million dollar plant of Evans Products Company, Plywood Division, Lebanon, Oregon.

Obviously the methods used can be readily followed in building lighting sales in the majority of other factories and large commercial buildings.

Ralph Tynan of Westinghouse Electric Supply, Portland, Oregon, is the wholesaler's salesman who worked with R. W. Hutchinson of Westinghouse Manufacturing; Electrical Contractor W. R. Grasle; Superintendent A. Anderson, and Plant Electrician Leo Aubry of the Evans Company in developing, planning and executing the installation.

This job is also typical of others sold by wholesalers in that it was built upon these basic principles present in most every sale of lighting equipment: 1) establishing customer-confidence in the wholesale house itself and the lines it handles; 2) careful study of the customer's specific lighting problems; 3) ability to suggest suitable lighting units that will solve those problems.

When the news first came out that the Evans Company was preparing to build a factory measuring 500 feet by 360 feet, with approximately four acres of floor space, Tynan and Hutchinson immediately began their initial sales work. Preliminary efforts were confined to basic sales information concerning their particular products and services, because at this early stage the electrical contractor had not been selected, nor were sufficient details available to make it possible to suggest a specific lighting plan.

However, they did learn right at the beginning that each process in the manufacture of plywood requires exacting standards of production, which meant to them that they would have to suggest lighting equipment that would meet those exacting standards with proper intensities.

Furthermore, through those early sales contacts these two salesmen got off to a running start and thereby succeeded in establishing definite interest in a sort of basic theme that they proceeded to enlarge upon later as details of the job became known.

Another important advantage of this early ground work was that Tynan gained the jump on competition, and through contacts thereby established he became one of the

*W. R. Grasle, electrical contractor, who planned and installed the wiring of the industrial plant.*

NAME OF MANUFACTURER
COMPLIANCE WITH SPECIFICATIONS UNDER APPROVED INSPECTION PROCEDURE OF RLM STANDARDS INSTITUTE CERTIFIED BY ELECTRICAL TESTING LABORATORIES
RLM

# FIRST *in* PERFORMANCE

## RLM CERTIFIED INDUSTRIAL *Fluorescent* LIGHTING UNITS

*Engineered for Operation with* **MAZDA** *Fluorescent Lamps*

● You can recommend RLM-labeled Fluorescent Lighting Fixtures with confidence that they will deliver maximum value in lighting efficiency and economy.

This label is the user's warranty that the unit to which it is affixed has been manufactured in compliance with quality-assuring specifications under the exacting procedure developed and administered by RLM Standards Institute. It certifies that the fixture, auxiliary control equipment, sockets and other component parts are properly engineered for co-ordinated operation with Mazda Fluorescent Lamps . . . that the fixture is identical to samples certified by Electrical Testing Laboratories under a rigid and continuous inspecting system at the factory of the manufacturer.

*Now Available*
**RLM SPECIFICATION and CERTIFICATION FOR** *Eight Types* **OF INDUSTRIAL** *Fluorescent* **LIGHTING UNITS**

1. Specification No. 5: 48" Fluoroscent Two-Lamp Closed-End Porcelain Enamel Unit
2. Specification No. 6: 48" Fluorescent Three-Lamp Closed-End Porcelain Enamel Unit
3. Specification No. 7: 60" Fluorescent Two-Lamp Closed-End Porcelain Enamel Unit
4. Specification No. 8: 60" Fluorescent Two-Lamp Closed-End Porcelain Enamel Diffuser Unit
5. Specification No. 9: 48" Fluorescent Two-Lamp Open-End Porcelain Enamel Unit
6. Specification No. 10: 48" Fluorescent Three-Lamp Open-End Porcelain Enamel Unit
7. Specification No. 11: 60" Fluorescent Two-Lamp Open-End Porcelain Enamel Unit
8. Specification No. 12: 60" Fluorescent Two-Lamp Open-End Porcelain Enamel Diffuser Unit

*Write for Copies of these Specifications*

The RLM Industrial Fluorescent Lighting Fixture Specifications listed above were developed by RLM Standards Institute—a non-profit organization operated to develop and promulgate standard specifications for the efficient performance of industrial lighting equipment. *Copies are available on request.*

### *Guarantee*

All RLM certified fluorescent lighting units are guaranteed against mechanical and electrical defects for a period of ninety (90) days from date of delivery to the purchaser. Correction of such defects by repair or replacement of material only shall constitute fulfillment of all obligations under this guarantee by the undersigned manufacturer or its distributor.

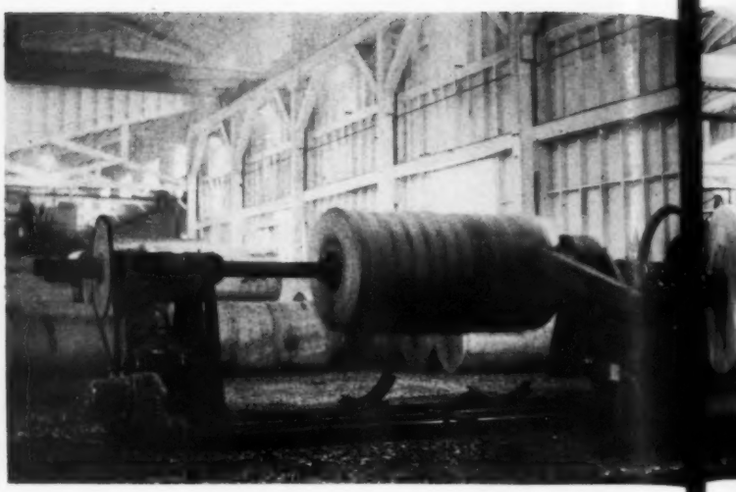
RLM certified fluorescent lighting units are engineered for operation with Mazda fluorescent lamps to give maximum light output and trouble-free operation when properly installed and under normal conditions of use.

*The Letters RLM Stand for Reflector and Lighting Equipment Manufacturers*

**RLM STANDARDS INSTITUTE**
INCORPORATED

307 N. MICHIGAN AVE. • SUITE 1600 • CHICAGO, ILL.

*A small portion of the four acre main floor for which proper lighting was planned. General illumination averages 6 to 8 footcandles, supplied by over 400 RLM reflectors.*



*Lathe for debarking the "peeler log." A five or six inch layer of bark is removed, down to clear wood. For exacting work here, fluorescents provide approximately 30 footcandles.*

first to get the news that the W. R. Grasle Company, electrical contractors, had obtained the contract for wiring and lighting.

This letting of the contract was considered the signal for the definite all-down-the-line selling campaign to get under way, and Tynan pointed his immediate efforts toward familiarizing contractor Grasle's organization with his equipment and selling its members on the advantages of including his products in their specifications. As the detailed plan of the wiring and lighting took shape in the Grasle engineering department, Tynan put in his suggestions, stayed on top of each new development and kept himself posted on specific requirements that were to be met.

Meanwhile, he had obtained consent of the contractor to contact the various department heads of the Evans organization. He called on them regularly about once a week, and each time added some new points and facts to his previous sales presentation, always emphasizing the general efficiency, simplified maintenance and other advantages of the units he was pushing.

These calls not only enabled Tynan to become acquainted with the manufacturing processes involved in the production of plywood, but made it possible for him to tie-in closely with Mr. Hutchinson, the manufacturer's production specialist, who knew the peculiar problems of each operation. Thus, guided by someone with the most intimate knowledge of the plant and processes, it became easier to properly determine where incandescents or fluorescents should be suggested, also where and how many units should be installed.

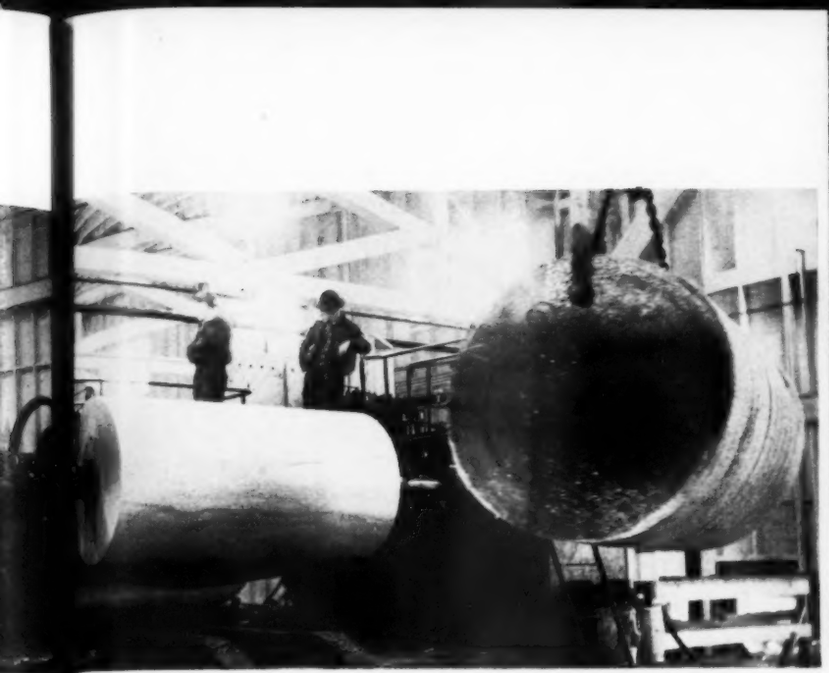
For instance, it was found unnecessary to plan on high levels of general illumination but that approximately 8 footcandles would be sufficient. To provide this amount of over-all light, R.L.M. incandescent units were suggested, and when the job was completed, 420 R.L.M.'s had been used, mostly 200-watt, with 500-watt units on craneways.

However, at the various special machines where exacting standards had to be maintained, relatively high intensities were found necessary to assure speed and accuracy with a minimum of eyestrain.

For instance, the first process involved in the manufacture of plywood is to remove the bark from the logs, which is done by the debarking lathes. In this department,

*After the veneer has been through the drier and then cooled, it passes along another conveyor for further grading. There fluorescents deliver about 30 footcandles illumination.*

*At the automatic clipper, sheet is cut on each side of a defect, and into specified lengths. Under the manually operated clipper, daylight fluorescents give essential extra light—50 to 75 fc.*



*Exact seeing is important in preventing spoilage at the main lathe in which a long knife (rear) takes off a thin sheet of veneer. Fluorescents give 50 footcandles illumination here.*

*Glue is applied, rough panels are built up of the required number of plies, then terrific pressure and heat in this hydraulic press sets the glue in only four or five minutes.*

experimentation with various units and intensities revealed that approximately 30 footcandles would be needed and fluorescents were installed.

From the debarker, another crane carries the logs to the main lathe where the peeling of the thin veneer begins. This work being much more exacting, and with prevention of spoilage an important factor, minimum of required illumination here was set at 50 footcandles, again provided by fluorescents. Next step for which Tynan and Hutchinson had to plan lighting was at the conveyors where careful tests demonstrated that 30 footcandles would be needed. There, too, fluorescents were specified.

The sheets of veneer then move to the clipping machines for grading and sizing. This again being highly exacting work, the two lighting men specified enough fluorescent units at this point to provide from 50 to 75 footcandles.

After passing through the driers, the gluing department and the presses, the plywood reaches the finishing room, where ends and edges are trimmed, surfaces are sanded and other processes are applied. There, fixtures supplying a minimum of 30 footcandles of fluorescent lighting were installed.

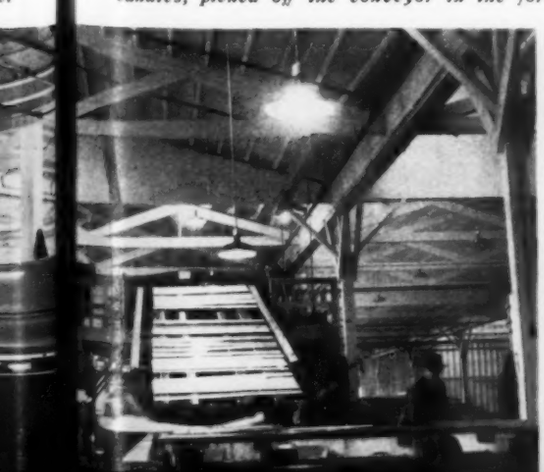
Thus, these two salesmen did a job of fitting and tailoring the lighting to suit the needs of each individual manufacturing operation in a plant that employed a variety of vastly differing processes.

The performing of those specialized services and the maintaining of close contact with both the contractor and the Evans Company undoubtedly were chief reasons why Salesman Ralph Tynan secured not only the order for the lighting equipment, but also sold the transformers, sales total several thousands. On its part, the Evans Company obtained a lighting installation which in every way is as modern and efficient as the rest of the plant.

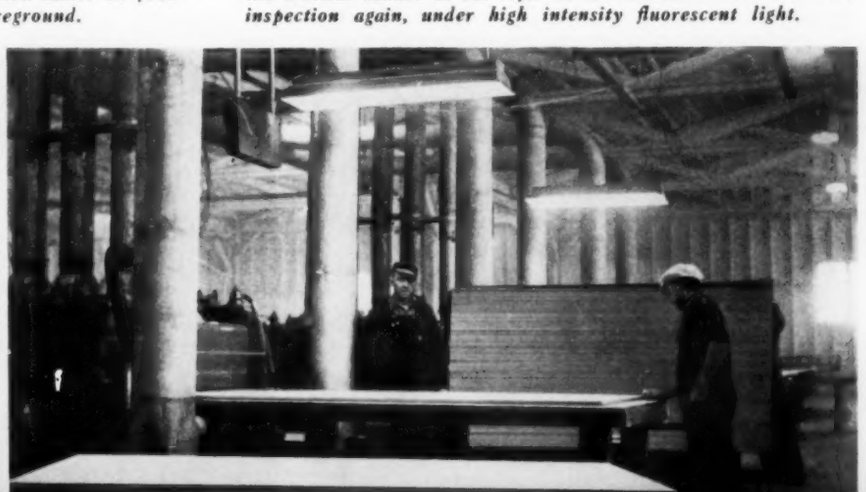
Obviously, it is reasonable to expect that in the case of any further expansion the Evans management will not forget Tynan who was able to diagnose the plays as they came along, and was ready with an assist on every possible occasion.

However, Tynan himself doubts whether he would have secured this nice piece of business if to begin with he had not done that basic selling job of gaining the customer's confidence and acceptance, or if he had failed to properly follow up.

*The veneer comes away from the clippers cut into various specified lengths. Defective sections are culled under 30 footcandles, picked off the conveyor in the foreground.*



*After the panel has been pressed and trimmed, it goes through the 8-drum sander at the left. It is then submitted to minute inspection again, under high intensity fluorescent light.*



By Albert H. Clarke*

# Protective Lighting

# Know It—And You'll Sell It

## PART II

MOST industrial plants involve a group of buildings and in addition to lighting the fence line it is usually advisable to light all of the area between the buildings. A typical layout of such an area is shown on next page. It is particularly important that there be no shadows cast where an intruder can hide anywhere near the pathway taken by watchmen on their rounds. In general all areas between buildings should be lighted from two directions in order to prevent shadows. This is particularly important in the case of railroad tracks, and the lighting in this case should be judged with freight cars in the yard.

If main line railroad tracks, or a navigable river, or canal, run parallel to the building line, care should be taken that floodlights are directed perpendicularly to the river or the tracks so as to throw no light in the direction of travel.

Searchlights are used a great deal for protective lighting purposes, both alone and as a supplement to a general floodlighting system. Many plants install one or more searchlights at high points where they can be used not only to sweep the yard but to cover the area beyond the fence line. These are not only valuable additions to the general protective lighting scheme but are especially valuable in an emergency when the main power source might fail. There is no difficulty in supplying the searchlights with an auxiliary power source.

One of the lamps that is particularly well adapted to searchlight use is the 420-watt 12-volt airplane headlight lamp which, on account of its small light source, produces very high candlepower for the wattage consumed. It is a simple matter to provide a storage battery or a small engine generator set as an emergency source of power for this lamp.

Some installations of protective lighting have been made using searchlights only, each searchlight being operated by a guard and all of them being kept continually in motion. For certain types of applications, it was felt that this form of lighting was unusually effective due to the surprise value. That is, an intruder watching for an opportunity of entrance would not know at what moment one of these roving beams might fall directly on him.

Mounting and control equipment for searchlight is available to meet every possible requirement. In general a searchlight can be controlled by what is known as hand control in which the operator stands directly behind or beside the light, or it can

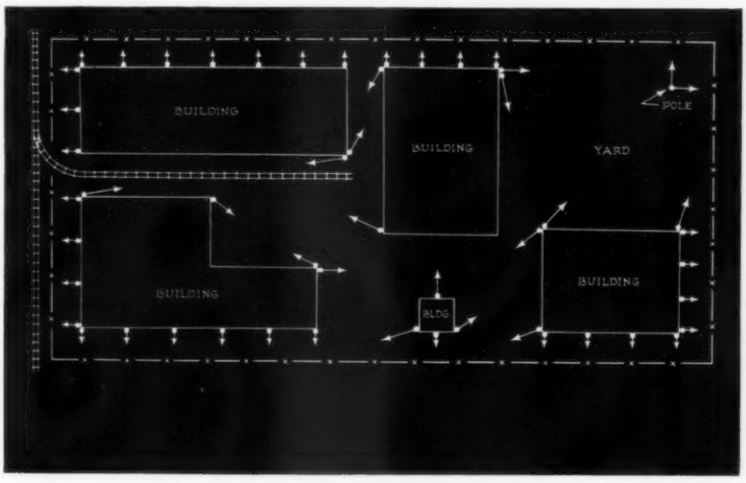
*Mr. Clarke is with the Crouse-Hinds Co.

*Railroad sidings in the industrial yard should be well lighted in order to eliminate hiding places between cars.*

*Floodlighting of railroad yards permits a full speed 24-hour work day, reduces sabotage attempts. Crouse-Hinds photo.*

be controlled with what is usually called a pilot house control which is operated by control handles from below the searchlight level, or can be operated from a more distant point by means of remote control.

The pilot house control or remote control is very strongly recommended for this purpose. When an operator stands beside or behind a searchlight while operating it he must look through the searchlight beam. Due to dust or moisture particles in the air there is always a certain amount of haze which obstructs his vision. If, however, the searchlight is mounted on a roof over his head, and he controls it from below, the operator looks along side the beam rather than through it and the visibility range is considerably improved.




*Suggestion for floodlighting around and between buildings.*

At the left is a typical railroad yard lighting installation. It is important under present conditions that railroad yards, particularly freight classification yards, be well lighted both from the standpoint of protection against pilferage and sabotage, and for the operation of the yard, as most of these yards must be operated 24 hours per day.

From the protection standpoint, it is important that there be light between all tracks when the tracks have freight trains on them. Light for operating purposes should be carefully planned in accordance with the type of yard operations involved. This is particularly true in the case of a yard equipped with automatic car retarders where it is important that the tower operators who control the car retarders and the switches have sufficient light to check the numbers of the cars as they come down from the hump and that they be able to judge accurately the speed of the cars and the extent to which the track on which it is to go is filled, as this governs the amount of pressure applied to the car retarder.

For years many industrial plants have found it advisable from an advertising standpoint to floodlight their chimneys and water tanks. This has been found recently to be important from another standpoint, and that is to prevent the pilots of airplanes from crashing into them. This is of particular importance at present when many thousands of new pilots are being trained and many of the training fields are in close proximity to industrial plants.

There are, in general, two types of floodlights which can be used for protective lighting purposes. One type is usually called "Light Duty" floodlight and is made of sheet aluminum with the inside surface of the housing forming the reflector surface. This type should generally be used where it is felt that the installation would not be permanent and that there would be no application for the floodlights after the emergency is over.

The other type of floodlight is usually known as "Heavy Duty" and has a protective housing with a separate reflector mounted inside. This type of floodlight is much more heavily constructed and generally is designed for greater ease of maintenance. The heavy duty floodlights are more difficult for an intruder to put out of commission and they also have a very high salvage value as they can be used for many other applications after the emergency period.

***Anyone entering this doorway would be easily spotted. Conduit carries the wires, thus no snipping of wires here.***

Some industrial plants are beginning to consider the possibilities of black-out lighting. There is considerable debate as to both the advisability and the necessity for this form of lighting in this country, but as there seems to be considerable interest in the possibilities of it, some work has been done along these lines. Nothing standard has as yet been worked out but one interesting form of this which has been tried consists of the use of mercury arc lamps such as the 100-watt BH-4 lamp and the 250-watt type AH-5 lamp mounted in the same types of floodlights as are used for protective lighting and equipped with screens of a special glass which absorbs most of the visible light transmitting, however, a high percentage of the ultra-violet radiation of these lamps.

It is possible to mark roadways, walkways, gates, etc., and to erect signs indicating locations of fire hydrants, fire hose, etc., using special types of enamels which fluoresce under ultra-violet light. These signs stand out very distinctly under this form of lighting and yet are not sufficiently bright to be observed from the air.

# CAMERA CLICKS

## on the Production Front

IT has been said that just one electrical wholesaler's salesman sells enough goods to keep over 150 men employed steadily the year around at the production front of the industry.

Yet there are few of those salesmen who have ever had the opportunity to get away from the selling front long enough to find out what's going on at the other end of the line—the production front.

Our mail bag rarely ever brings us usable action pictures of production machinery used in making the general run of wiring supplies—most manufacturers prefer not to let others get even a glimpse of their special equipment.

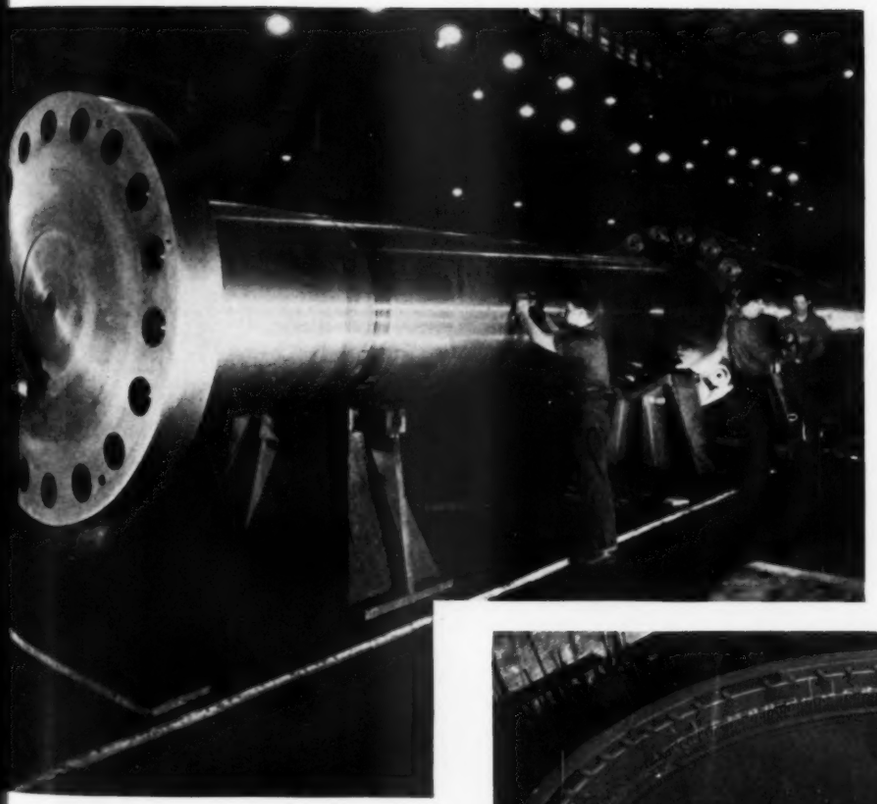
Yet occasionally we receive photographs that have broad appeal. These, when viewed from that broader angle, serve to re-establish a sense of pride in the accomplishments of an industry that at once masters the use and application of finely spun threads of glass and also turns out giant water-wheel generators, weighing almost 1000 tons and capable of turning out 108,000 K-W.

**THE EDITOR**

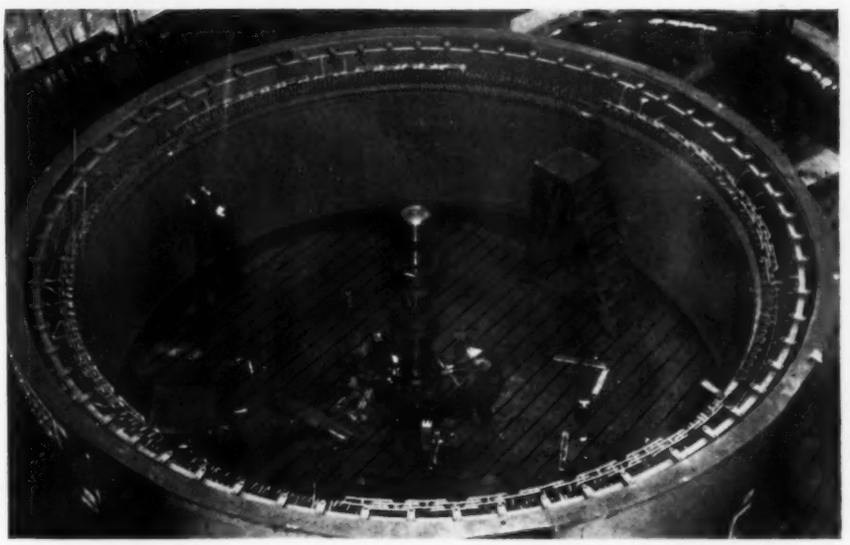
*Saleswise, it means a lot to be able to answer, "Yes, this dial stays white in spite of temperature—or moisture—or fumes." The recently developed plastic material used on the dial faces (above) has met rigid tests at Westinghouse, such as (below) surviving several weeks' test sweat baths in a sealed cabinet.*

*Size and weight of motors shrink when Fiberglas insulation is used. Shown are 75°C temperature rise (Fiberglas insulated) motor, and a 55°C temperature rise (cotton insulated) motor of identical horsepower.*

*Back of every production line is carefully timed planning and purchasing which assures delivery of the right material and parts to the right spot at the right time. At Bull Dog's Detroit plant this type of activity is centered in the engineering order department (left) and the engineering, cost and production control departments (below).*



*Looks like power, spells power and new markets for wiring and appliances. (Left) Main stem of the first Grand Coulee Dam waterwheel generator, rated at 108,000 kilowatts, largest single power generating unit in the world, built by Westinghouse.*



*(Right) Circle of steel and copper windings which will be the stator of the Grand Coulee generator. The huge machine required over a million man-hours of work, weighs almost 1,000 tons, has to be shipped part by part in 38 freight cars.*

# TODAY and TOMORROW...

# GOOD TAPE

## The Wholesaler's FIRST LINE of Defense

ACCURATE TAPES assure you of greater sales, larger profits and satisfied customers . . . ACCURATE TAPES will build better business for you

### THE ACCURATE LINE

ALBATROSS Friction Tape
ACCURATE Blue Tape
ACCURATE Specification Friction Tapes
ACCURATE Super-Service Friction Type
ACCURATE Rubber Tape
ACCURATE Specification Rubber Tapes
ACCURATE Super-Service Rubber Tape
ACCURATE Speed Splice

**WAREHOUSE STOCKS**

| | | |
|---|---|---|
| New York | Boston | Philadelphia |
| Atlanta | Detroit | Chicago |
| Los Angeles | San Francisco | Buffalo |
| Dallas | Cleveland | Baltimore |
| Pittsburgh | | Seattle |

**Sold Through Wholesalers**

. . . Tape is ACCURATE'S ONLY line, not a side line. Protect your business by selling tape made by SPECIALISTS in tape manufacture.

**EXCLUSIVE TAPE MANUFACTURERS**
**FOR OVER A QUARTER OF A CENTURY**

## ACCURATE MANUFACTURING CO.
GARFIELD, NEW JERSEY

# CONVENTION PROGRAM

# National Electrical Wholesalers Association

★ **Hotel Statler, Detroit . . . . October 14-17, 1941** ★

**TUESDAY**... Meetings of Executive Committee

**WEDNESDAY**... Meetings of Commodity Committees and Conferences with Manufacturers

**THURSDAY, Morning**... OPENING SESSION

Address—John M. Newton, chairman of executive committee

Report — W. I. Bickford, chairman of program committee

Address—A. L. Williams, Special Asst., O.P.M. Defense Supplies Rating Plan

**THURSDAY, Afternoon**... Convention Session

**FRIDAY, Morning**... Final Convention Session

*Strato-view of Detroit through courtesy of* **DETROIT CONVENTION & TOURISTS BUREAU**

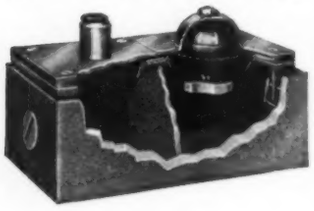
# FULLMAN AND DEFENSE

# . . . TO HELP YOU DO YOUR PART, WE'RE DOING OUR PART!

**NO. 285 DOUBLE DUPLEX RECEPTACLE NOZZLE**

An attractive unit, easy to install. Shown here with No. 200 Cover Plate.

**NO. 252-R TWO GANG BOX**



Adjustable Floor Box with No. 208 Receptacle in one section. Cover plates have ½" and 2" flush brass plugs.

**NO. 330 LATROBE TOM THUMB UTILITY OUTLET**

For wood installations and other locations free from moisture or mechanical injury.

**NO. 130 ADJUSTABLE WATER TIGHT FLOOR BOX**

No. 130 Box with No. 207 Bell Nozzle. Cut-away view illustrates how tapered unit receptacle fits tapered opening in adjustable ring. Cover plate 3½"—overall height 3½".

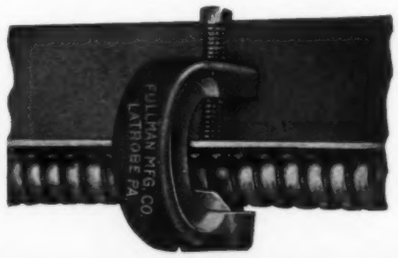
**Wholesalers play a vital role in the current defense program . . . they gather together from countless sources the thousands of items needed by defense production plants and defense construction contractors. It's the Wholesaler's job to give defense the "green light" . . . to provide swift, speedy delivery on these items whenever possible . . . and, *it's our job to see that wholesalers get the products so as to assure this prompt delivery.***

**Thus realizing our responsibility in helping you do your part in defense, we pledge 100% cooperation on our part . . . to do our utmost in quickly providing quality LATROBE Floor Boxes and Wiring Specialties. This in itself represents a two-fold benefit for you. First, with LATROBE, you bring your buyers efficient, long-lived Floor Boxes and Wiring Specialities. Second, with our wholehearted cooperative effort, you can assure the best possible delivery dates . . . a fact that brings customer satisfaction.**

**We sincerely feel that our many good wholesaler customers will work with us now, for defense, as they have in the past . . . to endeavor to bring to the emergency building and expansion program the benefits of "on-time" delivery of quality products. *LATROBE is doing its part, to help you do yours!***

**NO. 480 "BULLDOG" ARMORED CABLE SUPPORT**

A strong, light weight clamp for supporting or hanging armored cable. Allows hanging from any angle, for either permanent or temporary installation.




## Fullman Manufacturing Co.

LATROBE, PA.

# Fluorescent Oaks From Acorns

**Characteristic of many fluorescent installations this "acorn" "planted" in a good location, has grown to a sale of sizable proportions and has contributed to staggering industry totals**

WHOLESALERS' presentations, demonstrations and intensive sales effort have been the predominating factors in the introduction and widespread use of fluorescent lighting. In three short years that system has gained acceptance faster and gone farther in total sales than most lighting developments have gone in a decade, and this applies in all sections of the country.

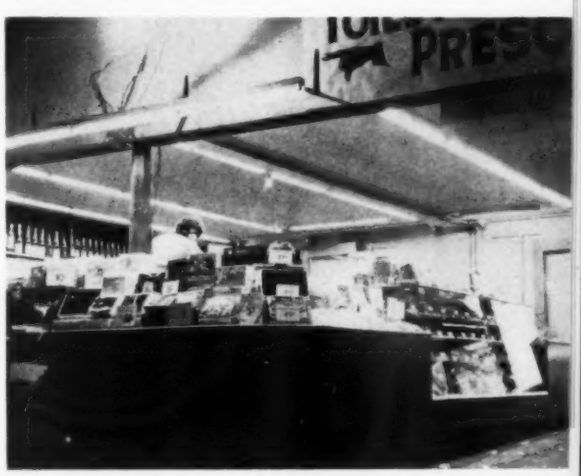
A fundamental reason for this rapid development is, of course, that the fluorescent has genuine eye appeal and yet is also a merchandising as well as a lighting instrumentality. Its exceptional qualities show practically all classes of merchandise to better advantage, without glare or shadows, while the source of light is unobtrusive and suited to low-ceiling stores and shops of all kinds, as well as those with lofty ceilings. That's why retail stores are easy to sell and every contractor and wholesaler's salesman should know that.

A very interesting example of the money-making possibilities and progress made by the fluorescent turns up in Portland, Ore., as evidenced by these photographs. The top one shows the first installation for commercial purposes in the Pacific Northwest, and among the first in the country. It lights one department in a local chain grocery and specialty store, consisted of 60 lamps.

The equipment was furnished by a Portland wholesaler about March 1, 1939, the order being taken about January 1 of that year. All the salesman had to work with was the sample case demonstration outfit, which today should be considered as the most important adjunct to selling, just as it was in the dim, remote past when previously new lighting development had to be sold.

The other two photographs show fluorescent lighting in a recently completed store of the same company, where the whole interior is fluorescent lighted, as well as the exterior service station. As a result of that first trial installation, this same wholesaler has furnished so far the lamps and fixtures for additions in the first store; for 1500 3-ft. lamps in the Stadium store illustrated; for 1400 4-ft. lamps in the 82nd and Foster store just being completed; and total equipment for the Fourth and Morrison, Sixth Avenue and Astoria, Ore., stores.

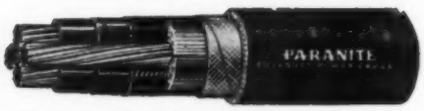
***First commercial fluorescent installation in the Pacific Northwest, consisted of 60 lamps, set the ball rolling.***



***Interior and exterior of completely fluorescent lighted store recently occupied by the company which made above trial installation. What they wanted, and got, was a brilliantly lighted store that wouldn't look like a lighting fixture display. Fifteen hundred 3-ft. lamps were used, in strong contrast to the 60 first installed. The wholesaler wasn't napping here!***

IT'S AS TRUE TODAY AS IT WAS 51 Years Ago!

# THERE'S A PARANITE PRODUC FOR EVERY WIRING INSTALLATION.




**PARANITE BUS-DUCT POWER CABLE (Above).** A flexible power lead for the new overhead feeder systems, either "trolley" or "wireway" type. Resists deterioration by oil, grease and gasoline . . . is impervious to abrasion, chafing, fraying and extreme mechanical abuse. Has a bare ground conductor.

Keeping pace with the needs of Progressive Wholesalers, PARANITE's Parade of Progress provides a complete line of wires and cables geared to modern installation design. These PARANITE leaders . . . these newest developments in the wire and cable field . . . were designed and are manufactured, to help PARANITE distributors get their share of today's business.

BUS-DUCT POWER CABLE (illustrated at left) for industrial plant power systems . . . HYDROSEAL—a moisture resisting building wire for installing: (a) underground; (b) in concrete slabs or other masonry in direct contact with earth; (c) in permanently moist locations; (d) where condensation or accumulation of moisture would heretofore require lead cables. PARACOTE—marked and measured Code building wire. Other PARANITE wires and cables: PARA-THERM types "RH", "RHL", "RHT", and PERFORMANCE types "RP" and "RPL".

PARANITE warehouses and sales offices are conveniently located . . . to serve distributors *speedily* with all the better products sold under the PARANITE trademark—a *Seal of Progress* since 1890.

..MAINTAINING HIGHEST STANDARDS OF QUALITY...

## OUR RECORD OF *Progress* SINCE 1890

SEND FOR LATEST CATALOG SHOWING COMPLETE LINE

WAREHOUSES★ AND SALES OFFICES

840 W. Baltimore Ave., Detroit, Mich. ★
295 Madison Ave., New York City, N. Y.
1 Federal St., Boston, Mass.
1108 Shackamaxon St., Philadelphia, Pa. ★
1900 Euclid Ave., Cleveland, Ohio
411 So. Peoria St., Chicago, Ill. ★
3100 Beaver Ave., Des Moines, Iowa
2123 Pine St., St. Louis, Mo. ★
121 East 27th St., Kansas City, M
289 Simpson St., N. W., Atlanta, G
609 Thomas Bldg., Dallas, Te

## PARANITE WIRE & CABLE CORP

JONESBORO, INDIANA

*Division of*

ESSEX WIRE CORPORATION, Detroit, Michigan

# NEWA Pacific Division Holds Large Convention

**Heavy attendance at Del Monte attributed to problems caused by national defense, priorities, the higher taxes. Kerlin, Kempf, Balzari, take the golf prizes**

PRIORITIES, taxes, labor problems were the heavy fare, with a relaxing diet of golf, a cocktail party and the customary golf stag dinner at the fall convention of the Pacific Division, National Electrical Wholesalers Association, August 28 to 30. Meeting was held at Del Monte, Cal.

Chairman Dave Smith of Graham Reynolds Co., Los Angeles, opened the meeting and welcomed the members and guests, including a number of major appliance distributors, who attended the meeting in order to become personally acquainted with the activities of NEWA. Mr. Smith also suggested a program organized to produce effective results from a solid business standpoint in order that the wholesalers may serve the entire industry and the public most effectively.

A paper by George F. Hessler, Graybar, and a member of the electrical industry's advisory committee, was read by John J. McDevitt, Jr., Association Representative from headquarters in New York. As indicated by its title, "National Defense and Priorities and Their Effect on the Electrical Wholesaler," the paper presented a comprehensive picture of the priorities situation and its relationship to the wholesaler

F. A. Pike, tax counsellor, Los Angeles, in tracing taxation changes, cautioned that the amendment to the constitution which had authorized the Federal government to tax the income of both business and the individual had changed the entire taxation structure. Prior to it, when a man earned a dollar, it was his dollar. Now when a man earns a dollar the government says that only a certain percent of that dollar can remain in his hands. This fundamental change in government has not yet been given its maximum application, Pike said, is likely to arrive under the new defense burdens.

At the same Friday morning meeting, A. E. Roth, president, Employers Council, San Francisco, one of the ablest labor counsellors in the West, talked on present day management and labor relationships. While he reviewed the progress made in labor relations recently, he made clear that several conditions in the present situation involve inherent labor difficulties which work against the interests of both management and labor. Informal discussion of the subject was one of the valuable by-products of the address.

Graham Holabird, district manager, National Electric Products Corp., Los Angeles, opened the Saturday morning general meeting with a full report on the meeting, the week previous, of the Southwestern Section, International Assn. of Electrical Inspectors, at San Jose. He covered those phases of the IAEI meeting which were pertinent to the business interests of the wholesaler and manufacturer.

G. Howard Hutchins, district manager, priorities division of OPM in Los Angeles, talked on "Arranging to best serve the consumer while building an adequate national defense." He outlined the complete priority structure at Washington, then discussed the particular phases affecting wholesalers and manufacturers. His remarks stimulated many questions whose answers helped to clarify the situation in many respects.

Golf tournaments, Friday and Saturday afternoons, brought the following cups to reward these players: Manufacturers' cup, Louis J. Kerlin, National Carbon Co.; Clendenen trophy, G. M. Kempf, Thomas & Betts Co.; Copper Cup, R. A. Balzari, executive secretary, Pacific Division, NEWA. The central station cup was not in play at this meeting. William Jewell, San Francisco district manager, Westinghouse Electric Supply Co., presided as toastmaster at the golf banquet. The San Francisco Ben Franklin Club was host at the cocktail party.

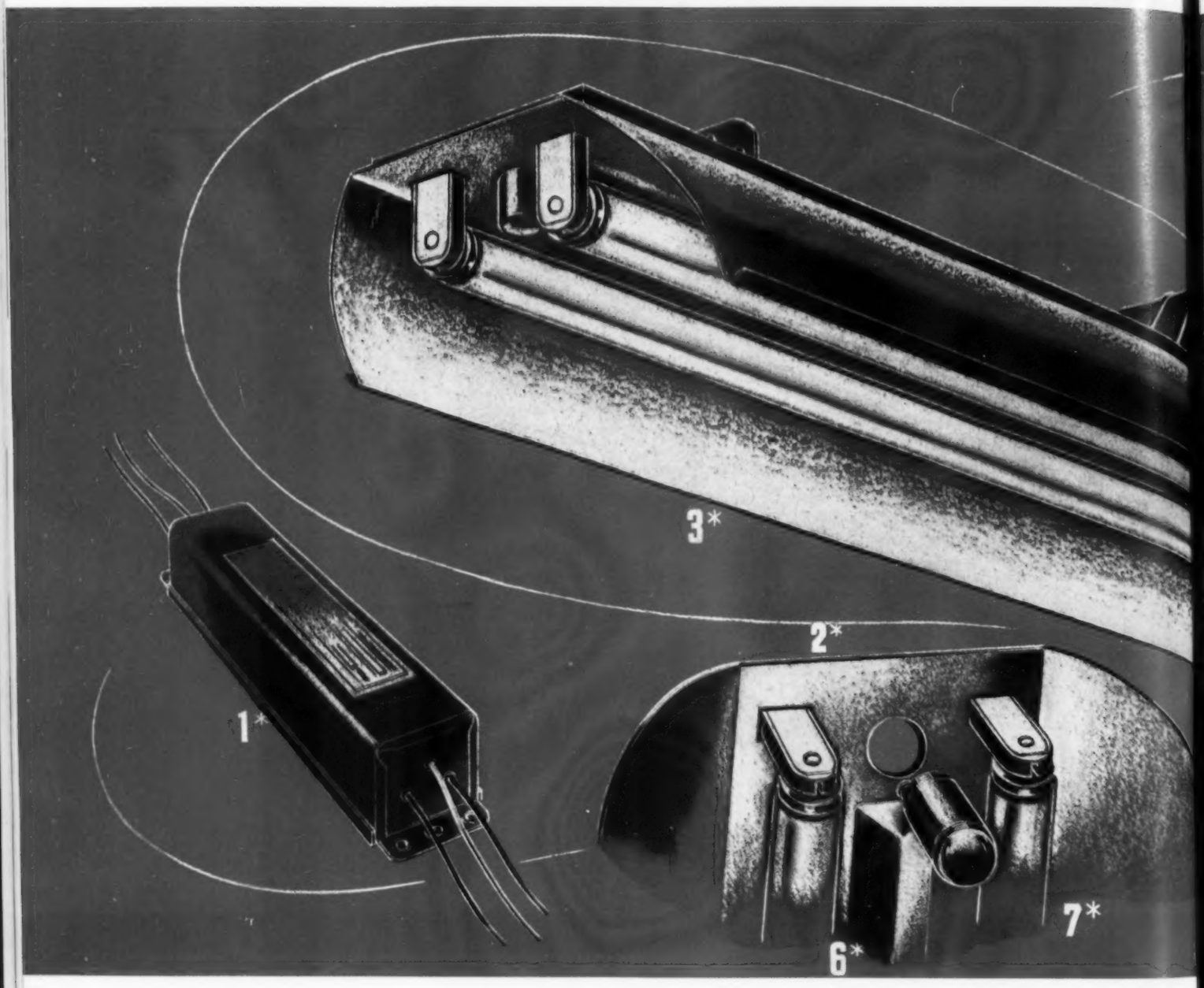
## Electrical Inspectors Meet

Western Section of IAEE met at the St. Paul (Minn.) Hotel, September 5 to 8, were well taken care of by the North Central Associated Electrical Industries while there. Largest delegation of inspectors arriving in a group were the 125 strong who had convened in Chicago and boarded the fast Hiawatha under the guiding hand of Transportation Chairman S. A. Nelson of Wadsworth Electric. Social highlight of the meeting was the smorgasbord dinner sponsored by the wholesalers.

During the meeting of the Southwestern Section at San Jose, Cal., the last week of August, E. J. McConnell of EEI discussed advantages and applications of small diameter wires. He cited a more or less typical case of a building that has been rewired with small diameter wire and had its capacity increased four times, at a cost of 15 cents per square foot. Among other advantages, the increased capacity permitted a new lighting installation that stepped up intensities from 8 to 40 foot-candles.

# Fluor-O-Master

Trade Mark Reg. U. S. Pat. Office




## MODEL 248-B

**$19.95** LIST LESS LAMPS

For installation with conduit or BX. Takes two 40 watt T-12 fluorescent lamps. Dimensions: 51¼" x 13¾" x 7¼" high. Shipping weight 38 lbs. Gray hammerloid finish — white "liquid plastic" reflector. For 110-125 volt. Also available for 220-250 volt 60 cycle AC. High Power Factor Corrected.

MODEL 248A—COMPLETE WITH 6 FOOT CORD AND PLUG AND ONE PAIR 6 FOOT SUSPENSION CHAINS. **$21.20** LIST LESS LAMPS

# FLUORESCENT STR

HERE industrial lighting reaches its pea perfection. Never before has any unit *gardless of price* offered all these scientific vantages. The reflector surface, drawn fro single sheet of steel unbroken by nuts or h is lined with amazing, new "Liquid Plastic" maximum whiteness and highest reflecti obtainable. "Liquid Plastic" is an exclu Fluor-O-Master feature, guaranteed for against chipping, cracking or tarnishing.

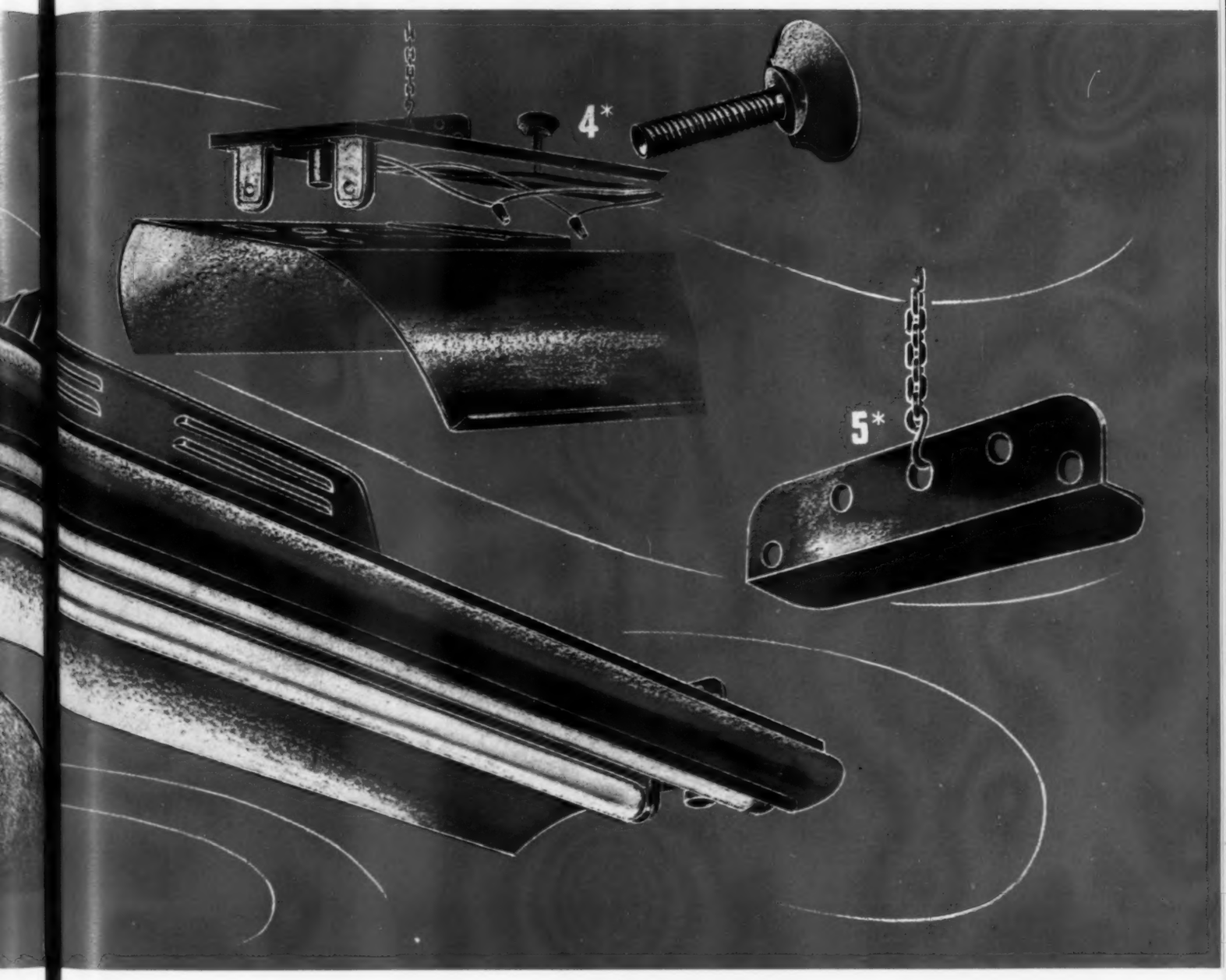
All Prices slightly higher West of Rockies. Union-Made by Members of the International Brotherhood of Elec. Workers, A. F. of L.

## ELECTRO MANUF

**2000 West Fulton Street**

PRINT IN

# SKY CHIEF




## TRIGHT *for* INDUSTRY

its pea 75 degree reflector cut-off and V-body
ay unit ures uniform distribution of extreme high
ientific el illumination over a broad area. Mainte-
wn fro ce is greatly simplified. Starter is replace-
s or h e without removing lamps. Turning 2 thumb
lastic" ews drops reflector, exposing all wiring. 4
reflecti ck-outs provide for any type of installation.
exclu ole chain bracket permits suspension at any
for gle. Eliminate eye strain and fatigue, step-up
hing. duction with this great Fluor-O-Master.

- 1. FINEST UNDERWRITER'S APPROVED BALLASTS
- 2. REPLACE STARTERS WITHOUT REMOVING LAMPS
- 3. LIFETIME "LIQUID PLASTIC" REFLECTOR SURFACE
- 4. TWO THUMB SCREWS INSTANTLY EXPOSE ALL WIRING
- 5. SUSPEND FROM ANY ANGLE
- 6. SCIENTIFIC 75° "V" REFLECTOR
- 7. NO NUTS OR BOLTS ON REFLECTOR

TRIPLE GUARANTEE

UNDERWRITERS LABORATORIES APPROVED

Fluor-O-Master Products are available through leading Wholesalers everywhere.

© 1941 Electro Mfg. Co.

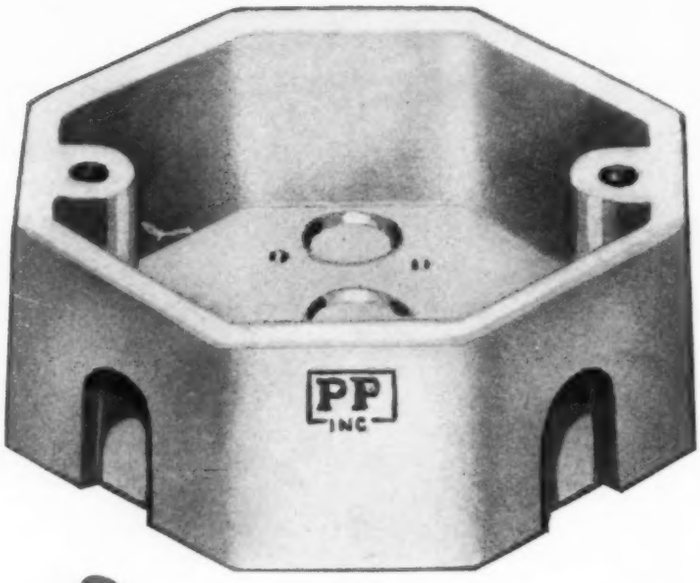
## UFACTURING COMPANY

Address

**Chicago, Illinois**

NT IN BINDING

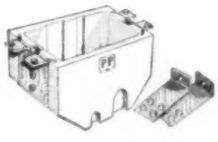
# OUTLET BOXES SCARCE?



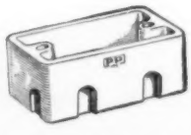

No. 8313—3¼" Octagon Outlet Box

No. 8314—4" Octagon Outlet Box

## No! DO YOU KNOW THAT...



No. 8311—Switch Box with adjustable mounting lugs and one set hangers



No. 8318—Ready Outlet Box, also No. 8318½ Deep Ready Outlet Box

1. You can get Prompt Shipments of Porcelain Outlet Boxes?
2. Porcelain Outlet Boxes have proven their exceptional merits through years of continuous service, and their use is rapidly growing—NOT an experiment.
3. The N.E. Code, Army Construction Quartermaster Specs., R.E.A. wiring specs., all recognize Porcelain Outlet Boxes and make distinct provisions for their use.
4. COST? Here's a pleasant surprise. Ask us for full installation cost data.
5. Safety—unequalled. The entire outlet protected in an insulating enclosure.
6. More happy surprises. No need for clamps or connectors. Rust-proof, corrosion-proof, fire-proof. No grounding difficulties. Short-proof, shock-proof.
7. Standard spacing, knockouts, etc. for standard wiring devices and covers.
8. Their use conserves critical metals; help provide *both* guns and butter.

For Non-Metallic Systems Only

We have recently mailed to all jobbers price bulletin OB-13. Order Now.

**PORCELAIN PRODUCTS, INC.**
FINDLAY, OHIO

## Mountain League At Estes Park

The Rocky Mountain Electrical League held its 38th Annual Convention at Estes Park, Col., September 11, 12, and 13th, drew an attendance from nearly half the states of the union. As at any electrical meeting these days, discussions dealing with the national defense effort and the electrical industry's responsibilities, as well as problems in it, highlighted the business sessions. On the social side, the trout dinner (through the courtesy of the electrical fishermen themselves) was the highpoint. This took place after the second day's business session, out of doors, under Colorado's famous moonlight.

## Hygrade Holds Lighting Conference

More than 40 utility lighting engineers and electrical trade paper editors gathered at Salem, Mass., September 8th and 9th for a Fluorescent Lighting Conference sponsored by Hygrade Sylvania. Utility engineers representing 13 companies came from the New York, Philadelphia, Buffalo, Connecticut and Washington districts.

Both mornings were devoted to technical sessions, presided over by Donald P. Caverly, Hygrade commercial engineer and active I.E.S. worker. Papers were given as follows:

1) Future of Fluorescent Lighting, by Dr. R. M. Zabel, Manager of Manufacturing and Engineering; 2) Fluorescent Lighting Applications, by William P. Lowell, Jr., Head of the Commercial Engineering Dept.; 3) Design Trends in Fluorescent Luminaires, by C. W. Haller, Chief Design Engineer; 4) Building Lighting Loads, by D. P. Caverly, Commercial Engineer; 5) Fluorescent Starters, Sockets, Auxiliaries, by H. Reinhardt, Commercial Engineer; 6) High Voltage Fluorescent Tubing, by W. F. Rooney, Sales Engineer; 7) Fluorescent Research, by James L. Cox, Head of Fluorescent Engineering Dept.; Dr. Lowry, Fluorescent Engineering; O. H. Biggs, Head of Research Engineering Dept.; D. Coggins, Research Engineering Dept.

These talks were followed by interesting question-and-answer sessions during which various technical points were discussed further, also ideas on proper design and applications of fluorescent lighting equipment were introduced by the visiting utility men.

The guests had plenty of relaxation between business sessions, main social event being the golf tournament and dinner on September 8th at the Salem Country Club. This was the second in a series of such conferences being arranged by Hygrade in conjunction with utility lighting engineers.

## Adequate Wiring Moving Ahead

Tying-in with the defense housing program, the National Adequate Wiring Bureau in conjunction with local groups is launching five district conferences themed, "Homes for Defense." First of these is scheduled for October 14 at Kansas City, under the sponsorship of the Electrical Association, will be attended by men responsible for planning, constructing and financing defense housing project in the Missouri Valley area. Second such a meeting will be held on the 24th at Columbus, Ohio. Dates are not yet set for the conferences at Atlanta, Chattanooga and Dallas.

While the electrical job in defense housing brings some new problems, the industry has had broad experience in wiring low-cost projects during the past two years, especially in such

*ENJOYING a night game between the Cleveland Indians and Detroit Tigers — F. J. Seiler, Wholesaler's Salesman; P. C. Sowersby, G. E.; A. D. Lehman, BBD & O.*

major defense housing projects as those located in Salt Lake City, Indianapolis, Kansas City and Akron. A. E. Schanuel, field representative of the National Adequate Wiring Bureau, will serve as conference leader at all the district conferences.

In Chattanooga, Tenn., Collins Brothers, contractors, are building 50 homes in the $3,750 class all to be adequately wired, including facilities for an electric range and water heater. Dobbins Electric is doing the electrical work.

South Bend and Columbus have recently certified their first adequately wired homes. The home in the first city was open to the public for three days, and during that time some 3000 people went through it, saw and heard about the advantages of adequate wiring. The home in Columbus has been open to the public on Sundays, has drawn such favorable attention that D. D. Defenbaugh, builder, plans to incorporate certified wiring in all his future homes.

## Zinzmeyer Moves

LOS ANGELES—E. Zinzmeyer of this city, agent for Frank Adam Electric Co., is now located at 729 Turner St. Previous to the move he was at 717 Mateo St.

*AT HYGRADE CONFERENCE. During the two day Hygrade-Sylvania lighting meeting, the photographer went to work, came up with these results. From the left: R. E. Mozena, LaSalle Electric & Mill Supply Co., Detroit; B. K. Wickstrum, A. Rapes, F. J. Healy, all of Hygrade . . . Charles G. Pyle, Hygrade, relaxes for a moment . . . David Poor and Paul S. Ellison, Hygrade, hold informal discussion . . . Roger Poor observes the proceedings.*

## Home Service Women Meet In New York

To exchange thoughts, methods and ideas a large group of women engaged in home service and home lighting work gathered in the auditorium of the Electrical & Gas Association, New York, for a meeting September 4 and 5. Demonstrations and presentations of all types of electrical equipment were put on by manufacturers' home economists for the home service women of utilities, wholesale houses, retail organizations. Special emphasis was placed on the development of new techniques for demonstrations in the home as well as before large groups.

## EEI Booklet On Small Diameter Wires

To serve wholesalers' salesmen, contractors, plant electricians, architects and others, the Wiring Committee of Edison Electric Institute has issued a 50-page, pocket-size booklet, "Rewiring for Commercial and Industrial Buildings." Various small diameter wires are described, and uses given. Diagrams of distribution systems, feeder and branch circuits in buildings are shown, with the advantages of each analyzed.

Valuable tabular data is organized in 13 tables, including carrying capacities of small diameter wire, circuit lengths for one-volt drop, conduit sizes with number of wires permitted, conduit fills for combinations of wires, and a guide chart for rewiring branch circuits with small diameter wires.

Available from the Edison Electric Institute, 420 Lexington Ave., New York City, single copies are 25c. each; 25 copies and over, 10c. each.

## Better Light Bureau Names Region Chairmen

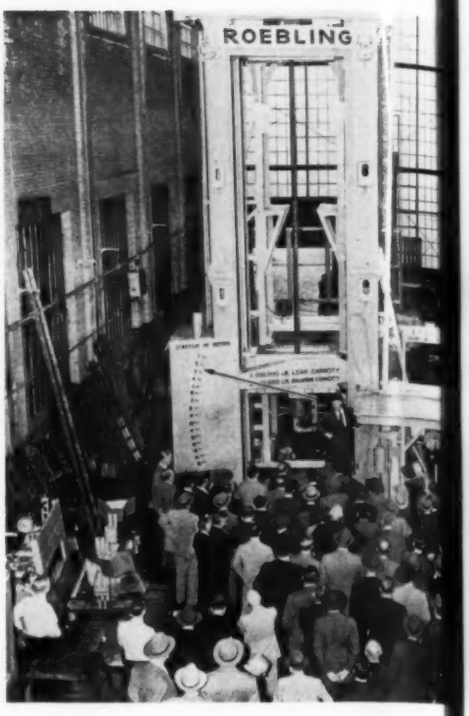
To further strengthen the Better Light-Better Sight program locally, the national bureau has carried out a plan developed earlier this year in the setting up of eleven regions, each headed by a prominent utility man. These regional vice chairmen will work towards furthering the cooperation between various groups directly concerned with eye sight conservation in their respective geographical areas.

## Roebling's Celebrates 100 Active Years

Celebrating the one hundredth anniversary of the founding of the business with the sale of John A. Roebling's first wire rope, made in the meadow behind his Saxonburg farm, John A. Roebling's Sons Company entertained a group of editors of trade journals and magazines and technical men.

The guests were taken through the plant and shown special machinery; viewed dramatic tests, like that pictured in an adjoining column; and were entertained at a dinner where Leon Henderson, member of the Supply Priorities and Allocations Board, was guest speaker.

While electrical wholesalers know the company primarily for its many electrical wiring products some of its major activities have occurred in other fields. For instance John A. Roebling initiated construction of the Brooklyn Bridge and after his death his son, Washington A. Roebling, carried through as chief engineer. Since that time, the company has spun cables for such great constructions as the George Washington Bridge in New York and Golden Gate Bridge in San Francisco.




*A group at the 100th anniversary celebration of the John A. Roebling's Sons Company watches the breaking of a 4 in. Roebling rope which finally gave way at an approximate 800 ton pull. This one rope could lift 25 M-3 twenty-eight ton Army tanks without breaking.*

President William A. Anderson's closing remarks at the dinner might be considered expressive of the basic purposes of American industry, as well as of immediate application to his own organization, "To these ends, therefore, and pledging our continued faith in the future of our great nation and its opportunities, the Roebling Company at the close of one hundred years looks ahead to a future of continued service and profitable enterprise."

*DAY-BRITE ENLARGES. Rapidly increasing sales forced Day-Brite Lighting, Inc., St. Louis, to build this completely modern addition to their plant. The new building contains 30,000 square feet of production space, giving Day-Brite a total of 86,000 square feet for the manufacture of fluorescent fixtures.*

## Mitchell Making Polaroid Lamps

Mitchell Manufacturing Co., Chicago, has been appointed as sole licensee for the manufacture and sale of Polaroid desk lamps. By agreement with the Polaroid Corp., Cambridge, Mass., Mitchell takes over all distributing activities for Polaroid Lamps, as well as their manufacture.

Planned by Mitchell for the immediate future is a series of merchandising campaigns initiated by advertising in leading trade papers. First promotion will feature the two Polaroid lamps known as the Study and Executive models. Further sales help will be a dramatic automatic demonstrator which is similar to the display used in selling Polaroid Day Glasses.

*FIRST OFF. Jack Herron, sales manager, watches as the first electric drill to come off the line of Independent Pneumatic Tool's new Los Angeles plant, is presented to Jack Sreenan, works manager, Lockheed Aircraft, by Emil Ducommun, president of Ducommun Metal and Supply Co., Los Angeles distributor.*

## Westinghouse Holds Photo Light Meeting

Photo-amateurs, professionals, distributors, dealers and manufacturers attended a photographic lighting conference at New York and Bloomfield, N. J., sponsored by the Westinghouse Lamp Division from October 6 to 10. First session was held in New York on the evening of October 6, was primarily for dealers, the general theme being, "Current Problems of Photographic Dealers." Remaining sessions were convened in the Bloomfield Auditorium, covered all phases of photographic lighting.

## Vancouver Outing

Record attendance marked the annual golf tournament and dinner of the Vancouver Electric Club held at Marine Drive Golf Club. Only paid up members for the 1941–42 season were eligible to compete for the Kidd Cup, making Treasurer F. G. Lightfoot a plenty busy man prior to the outing. B. W. Markham,. president of the club, presided at the dinner.

## Goddard Upped By Pittsburgh Reflector

Charles H. Goddard, who has been general sales manager of Pittsburgh Reflector Co. for the past year, has been named vice-president and director of sales. Goddard has moved his offices from New York to Pittsburgh, but will spend considerable time in the various sales territories.

Identified with the lighting industry for many years, he joined the company in 1931 as an illuminating engineer, became New York manager the following year. He has served on numerous I.E.S. committees and has been chairman of the fixture manufacturers committee of the Electric and Gas Association of New York.

## Ellison Heads Hygrade Advertising

Paul S. Ellison has been promoted to director of advertising and sales promotion for Hygrade Sylvania. Ellison, who has been with the company ten years, was advertising manager and renewal sales manager of the Radio Tube Division. In his new position he is responsible for all advertising, sales promotion, market research and publicity for the entire organization.

A member of the Association of National Advertisers, Ellison had charge of advertising for Brunswick-Balke-Collender Co. before affiliating with Hygrade, and prior to that was on the advertising staff of the Vacuum Oil Co.

## Stars In Chicago

One hundred distributor sales counsellors who led the country in doing the best-balanced sales jobs on all General Electric appliances held a four-day convention at Chicago's Edgewater Beach Hotel. This was the fourth such get-together and consisted of a day and a half of business sessions, individual conferences, two ball games, nightly entertainments and a fairwell dinner, which was addressed by Publisher John Cowles who accompanied Wendell Willkie on his trip to England.

## G. E. Shifts Advertising Men

Glenn Gundell, who has directed advertising and sales promotion for General Electric's air conditioning and commercial refrigeration department at Bloomfield, has moved to Bridgeport as a member of the advertising and merchandise department there. In this work he assists Boyd W. Bullock, appliance advertising manager.

Ernest Macauley, formerly advertising manager on clocks at Bridgeport, has taken over Gundell's work at Bloomfield. Harold P. Smith, assistant to the advertising manager of the appliance and merchandise department, Bridgeport, in charge of financial operations, has been transferred to the Schenectady accounting department.

## Appliance Show

Despite probable shortages in materials, and tightening of installment terms, the appliance displays at the Canada Pacific Exhibition, Vancouver, were as numerous and extensive as those of normal years. Wholesalers, manufacturers, dealers and the central station were among the exhibitors.

*"I don't get what you birds see in her—she's dumb—she's slow—she can't type—she can't do a thing right!"*

By Lloyd Hill

# Samples—The Silent Salesman—Sell Lighting

**To get a lighting buyer's name on the dotted line, install a sample fixture, and return to clinch the sale while it is still a novelty and he's fully conscious of its advantages.**

*Lloyd Hill, of the Barrett Electrical Supply, St. Louis, gives his formula for making lighting sales.*

IN THIS day and age we find the prospective customer a changed man from our customer of yesteryears. In the good old days we could walk into Bill Jones's office and say: "Hello Bill, old scout, I've got the greatest lighting fixture on the market today. It's the latest word in incandescent lighting, and by installing this type of fixture it will mean a greater profit to you." Just about that time good old Bill would be so enthused that it was just a question of whether Mr. Salesman was to write up an order of ten or twenty fixtures.

But times have changed. There are still thousands of salesmen all searching vainly for that vanished Bill Jones, while the modern salesman has adopted a new technique. Our customer of today is a new man and has to be dealt with accordingly.

Let's assume you are approaching a prospective customer on Fluorescent Lighting. You know that you can't reach first base with the old sales method. You must first carefully study the prospect's problem. Then stress how the strong points of your fixture will solve his problem. Show him how he will benefit by installing that new type of fixture. If the customer seems to be very much interested in your lighting unit, but says that he wants to wait awhile and look around, that's the time to act.

At this stage many salesmen "miss the boat" by saying, "I'll be around next week," or, "Give me a ring when you decide on this Fluorescent job." Obviously, if you have aroused your customer's interest enough so that he wants to "look around," then you certainly don't want to leave him as a hot prospect to the mercy of some more alert salesman.

That is the very time when you should bring your "Silent Salesman" into the picture. By "Silent Salesman", I mean your sample fixture. Explain to your customer how he can have your sample placed in his store, office, etc., with no cost to him. If your prospect is sincerely interested in this new lighting then your "Silent Salesman" will go into action. If tactfully handled your "Silent Salesman" can complete the sale. If not, it can as easily lose you the sale.

Your sample should be allowed to hang in your customer's place of business from three to five days, no longer. This is extremely important, and here's why.

Let's take for example, a baby. Give him a rattle and he is delighted. A minute later take the rattle away and he begins to cry. Why? Because he likes this new thing and he wants to keep it. The same case applies to your customer. After hanging your sample fixture, he is delighted. He can see the advantages this new light offers, and further, many who come in contact with him will encourage him to install the new lighting. This has a direct influence on your customer's fast gaining desire for and satisfaction with your fixture.

That is the time for you to appear on the scene again and clinch the sale. Then it is well to explain the fact that this is merely a sample fixture furnished by your company to show him the advantages and saving this new light has to offer.

Carefully go over your sales story again stressing the strong points and advantages your fixture has over his present lighting equipment. Plan your sales talk in a fashion that enables you to constantly shoot questions at your customer which he can only answer in the affirmative. If this is tactfully handled your customer unconsciously becomes a yes-man and his sales resistance becomes much lower. That being true, this then is the time when your order should be booked. From a psychological standpoint, your customer should be sold at the time of his least resistance and that's from three to five days after your "Silent Salesman" has been on the job.

I'm not saying this system is the best, nor am I saying it will work every time, but I will say that it has proven its worth in our company. I'm sure it can lighten the selling-by-sample-problem and bring greater profits into the sales departments of many other wholesalers.

# ROEBLING

*"Bridges a Century with Wire"*

**ROEBLING ELECTRICAL WIRES AND CABLES**

100 years ago John A. Roebling founded the company which still bears his name.

» » Today, after a century of service, the name Roebling is still synonymous with leadership in wire manufacture, improvement and application.

» » In celebrating its 100th Anniversary, Roebling looks forward to the opportunity of serving industry in even greater measure than ever before.

## JOHN A. ROEBLING'S SONS COMPANY

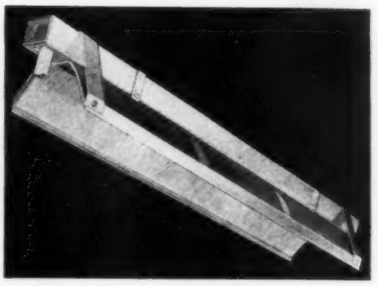
TRENTON, NEW JERSEY

# NEW PRODUCTS *you can Sell*

RADIO——————

Eleven-tube, console-model radio with 12-in. dynamic speaker, LF-115, is equipped with three receiving bands for FM, standard broadcast, and short wave. Features include six feather-touch tuning keys, automatic volume control, plug-in connection for phonograph attachment. General Electric Co., Bridgeport, Conn.

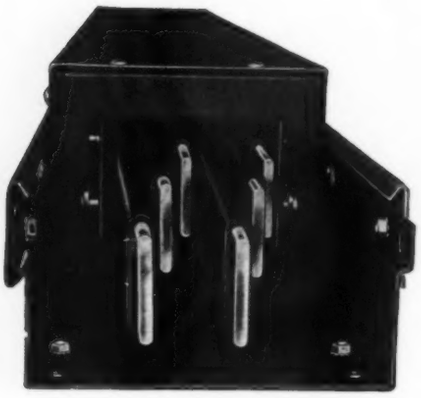
FLUORESCENT REFLECTOR——————



Permaflector No. T-11, trough-type, silver mirrored glass reflector, is designed for efficient fluorescent light control. Shown above is combination No. T-1136, consisting of three Permaflectors and holder, installed on fluorescent unit No. RC-430-E for 30-watt, 36-in. lamp. Pittsburgh Reflector Co., Pittsburgh, Pa.

When writing mention WHOLESALER'S SALESMAN

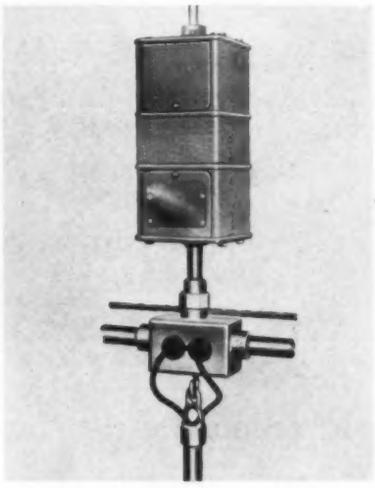
DISTRIBUTION SYSTEM——————



L.V.D. Buss-Wa, industrial distribution system, is designed to cut down power losses in transmission and deliver full voltage power at point of load. Mechanical strength and bracing of conductors is amply heavy to prevent failure under mechanical stress due to short circuit conditions. The Trumbull Electric Mfg. Co., Plainville, Conn.

When writing mention WHOLESALER'S SALESMAN

FIXTURE HANGER——————



"U" Series fixture hanger, for combination mercury vapor and incandescent fixture installations, provides for permanent mounting of transformer above messenger or span wire. Body takes single or two gang receptacle. Hook at bottom of body fits P-N Type A double outlet fixture loop for two portable cords. Available in two sizes, with ¾ or 1 in. conduit hubs. The Pyle-National Co., Chicago.

RADIO TUBES——————

"Lock-In" tubes lock in socket. Suitable for armored tanks, bombing, fighting and transport planes, battle ships, etc., as well as for portable and home sets. Hygrade Sylvania Corp., New York.

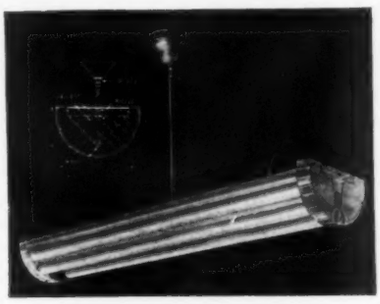
When writing mention WHOLESALER'S SALESMAN

HEATING PADS

Line of heating pads features new colors and cover materials. Cover has slide fastener. Pad is waterproof. Operates on a.c. and d.c. current, rated at 50 watts, 115 volts. General Electric Co., Bridgeport, Conn.

When writing mention WHOLESALER'S SALESMAN

FLUORESCENT UNIT



Cup Series fluorescent unit, for general commercial lighting purposes, may be suspended on 24-in. stems or flush from the ceiling. Unit has onyx plastic ends. heavy gauge steel construction. The Spero Electric Corp., Cleveland, Ohio.

When writing mention WHOLESALER'S SALESMAN

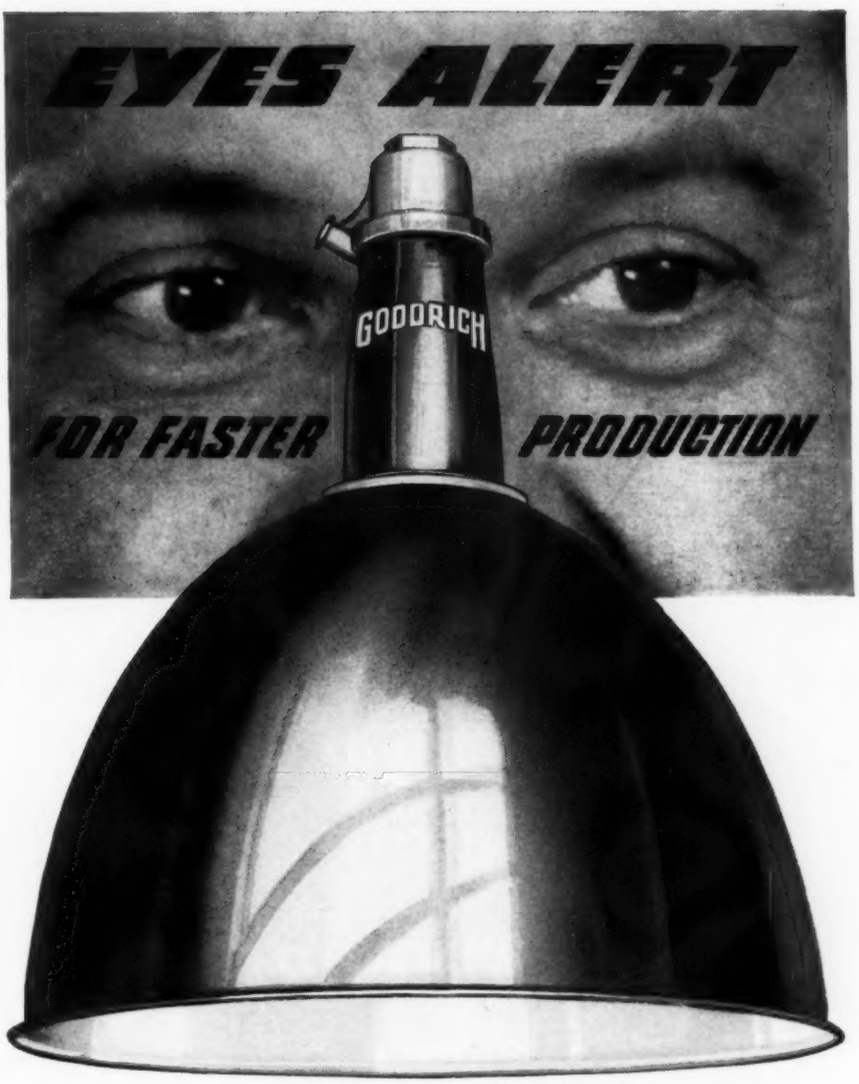
ADAPTORS

"Pan-type" ceiling fixture adaptors are suited for two-light ovals and two, three or five light round fixtures. Also provided with a husk for single sockets. Glass diffusor is inserted through the bottom. Bet-R-Lite Products, Inc., Chicago, Ill.

When writing mention WHOLESALER'S SALESMAN

COFFEE MAKER

Eight-cup coffee maker has two-way switch for brewing and automatically maintaining drinking temperature, heavy


*HIGH BAY REFLECTOR*

HERE'S the fixture that's setting new high levels of general illumination in many vital defense plants—providing the better vision that saves time and speeds up production.

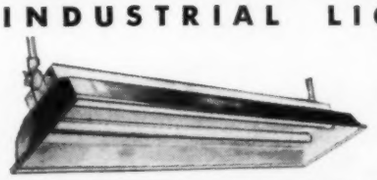
Finished in permanent porcelain enamel, this new Goodrich High Mounting Fixture gives good diffusion, minimizes glare, softens shadows and spreads a uniform high intensity of light over a large working area.

Available in several styles; shown above with Goodrich Diskonect Hood for easy installation and servicing.

Catalog sheets on request.

**GOODRICH**
**INDUSTRIAL LIGHTING**

GOODRICH RLM



GOODRICH FLUORESCENT FIXTURES are offered in a variety of styles and sizes for varying requirements. Write for catalog sheets on the complete line.

**SOLD ONLY THROUGH ELECTRICAL WHOLESALERS**

**GOODRICH**
**ELECTRIC COMPANY**
OFFICES IN ALL PRINCIPAL CITIES

**GENERAL OFFICES AND FACTORY: 4610 BELLE PLAINE AVENUE, CHICAGO, ILL.**

QUAD

LIGHTING UNITS
ALL HAVE CORRECT
BASIC DESIGN
and
CONSTRUCTION
FEATURES

★ ★ ★

QUAD

QUADRANGLE RLM

★ When you sell QUAD Lighting Units you sell products scientifically designed to give your customers the highest lighting efficiency. Full line of industrial and floodlighting equipment—incandescent—fluorescent—mercury vapor. It's the line that stays popular.

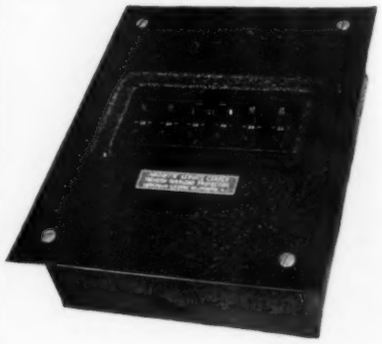
NO. 1184-M
RLM THREADED
DOME REFLECTOR

QUADRANGLE MFG. COMPANY
Mfgrs. of Incandescent and Fluorescent Lighting Equipment
32 SO. PEORIA ST. CHICAGO, ILL.

Red Ray processes in drying, baking, heating and dehydrating. Base end of lamp acts as a reflector. Available in model R-40, 250 watts, 110-120 volts. North American Electric Lamp Co., St. Louis, Mo.

When writing mention WHOLESALER'S SALESMAN

## CIRCUIT BREAKERS



New line of service centers for branch circuit protection suitable for apartment buildings, residences, rural installations. Flush and surface type cabinets have gray crackle finish. Heinemann Electric Co., Trenton, N. J.

When writing mention WHOLESALER'S SALESMAN

## TIMERS

Interval or Process Timers individually timed, with automatic reset, are usually equipped with a momentary-contact push-button. This starts the 220-volt a.c. timing motor. Automatic Electric Mfg. Co., Mankato, Minn.

When writing mention WHOLESALER'S SALESMAN

## FLUORESCENT TESTER

Pocket-size testing device is designed to quickly and accurately determine cause

for faulty operation of fluorescent lighting fixtures. Two starter adapters permit testing of all sizes of lamps from 15 to 100 watts, as well as starters and ballasts. For use by contractors, electricians, maintenance men. Mitchell Mfg. Co., Chicago, Ill.

When writing mention WHOLESALER'S SALESMAN

STARTERS

Ratings of Bulletin 712 combination starters range from 2 hp, 220-440-550 v for Size 0 starter to 30 hp, 220 v, and 50 hp, 440-550 v for Size 3 starters. All contacts and wirings are in front for easy installation. Allen-Bradley Co., Milwaukee, Wis.

When writing mention WHOLESALER'S SALESMAN

TUBULAR LAMP

"Sealed-Silver" Birdseye tubular lamp fits a T6½ bulb. It has its own built-in reflector, "coil-coil" filament. Useful for lighting on various machines particularly where concealed in narrow places, to illuminate scales, micrometer readings, refrigerators, wall cases, coves, etc. Comes in 15, 25 and 40 watt sizes. Wabash Appliance Corp., Brooklyn, N. Y.

When writing mention WHOLESALER'S SALESMAN


GO MULTI-BREAKER

★ WITH AUTOMATIC PROTECTION . . .

★ NOW AVAILABLE IN A LOWER PRICE RANGE . . .

TRUMBULL

AUTOMATIC PROTECTION

SERVICE RESTORED BY TWIST OF HANDLE

NOTHING TO RENEW

NEW Industrial Type M-1 and M-2

MULTI-BREAKERS

for LIGHT and POWER SERVICE

● Now you can offer industrial and commercial users all the advantages of famous Trumbull Multi-Breaker protection for applications requiring equipment rated at 230 Volts (AC, only) 15 to 100 amps.

These new Type M-1 and M-2 Industrial Multi-Breakers, while low in price provide complete, automatic protection against short circuit and overload. They have BOTH accurately calibrated, non-tamperable thermal-relay, time-delay trip for small overloads, and instant magnetic trip for short circuit or high overload.

Visual indication of trip is given by window target on front of box. Reset after trip by a turn of the handle . . . nothing to replace or renew. Write for new Trumbullaid Circular No. 333.

ESTABLISHED 1893

THE TRUMBULL ELEC. MFG. CO.

PLAINVILLE CONN. U.S.A.

A GENERAL ELECTRIC ORGANIZATION

KEEP *Alert* ELECTRICALLY use your TRUMBULLAIDS

NEW YORK - PHILADELPHIA - BOSTON - CHICAGO - DETROIT - NORWOOD, O. - ATLANTA - NASHVILLE - LOS ANGELES - SAN FRANCISCO - SEATTLE

# Fluorescent? . . . Incandescent?

## WE MAKE BOTH!

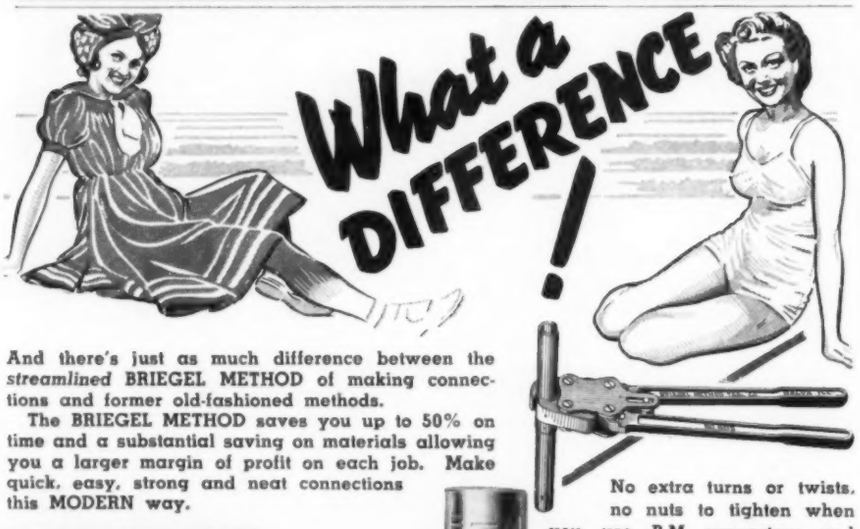
★ Some lighting jobs demand fluorescent—some incandescent—some both. We're interested in giving you the RIGHT unit for the installation, whether they be fluorescent or incandescent.

★ **SO—WE MAKE A COMPLETE LINE OF BOTH!**

★ Illustrated is our 2-light RLM standard fluorescent fixture. Also, our RLM dome reflector—both well-known to your customers. WRITE FOR CATALOGS NOW! Fluorescent catalog #99. Incandescent catalog #101.

**OVERBAGH & AYRES MFG. CO.** 411 S. CLINTON ST. CHICAGO, ILL.






And there's just as much difference between the *streamlined* BRIEGEL METHOD of making connections and former old-fashioned methods.

The BRIEGEL METHOD saves you up to 50% on time and a substantial saving on materials allowing you a larger margin of profit on each job. Make quick, easy, strong and neat connections this MODERN way.

No extra turns or twists, no nuts to tighten when you use B-M connectors and couplings. Just TWO SQUEEZES with the patented B-M indenter (which costs you only $1.25) and you have a smooth efficient job. Approved by Underwriters Laboratories.

**DISTRIBUTED BY**

The M. B. Austin Co. Chicago, Ill.
Clayton Mark & Co. Evanston, Ill.
Clifton Conduit Co. Jersey City, N. J.
General Electric Co. Bridgeport, Conn.
The Steelduct Co. Youngstown, Ohio
Enameled Metals Pittsburgh, Pa.
National Enameling & Mfg. Co. Pittsburgh, Pa.
Triangle Conduit & Cable Co. Elmhurst, N. Y. C.

**BRIEGEL METHOD TOOL CO., Galva, Ill.**


TEST LIGHT

Test-Glo, new neon test light, may be used for testing electrical and radio circuits, motors, fuses, spark plugs, etc. Test lamp fully enclosed in a transparent, plastic housing. Rated capacity is 80 to 550 volts a.c. or d.c. Ideal Commutator Dresser Co., 1047 Park Ave., Sycamore, Ill.

When writing mention WHOLESALER'S SALESMAN

DOOR CHIME

Line of door chimes created to harmonize with furniture styles and decoration trends uses durable wood composition in construction of shields, offers variety of finishes. Chimes are equipped with oversized tubes for extra depth and resonance, plastic modulator for tone control. Illustrated is The Colonial in antiqued ivory finish with gold eagle. Edwards & Co., Norwalk, Conn.

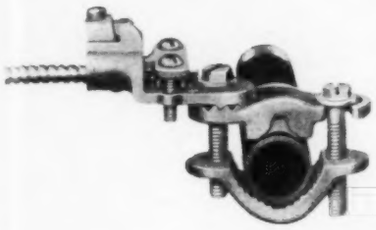
When writing mention WHOLESALER'S SALESMAN

SOLDERING IRON STAND

Automatic electric soldering iron stand has a protective cage surrounding the iron. Desired idle temperature obtained by means of adjusting screw on bottom of stand. Supplied for use on a.c. and d.c. Vulcan Electric Co., Lynn, Mass.

When writing mention WHOLESALER'S SALESMAN

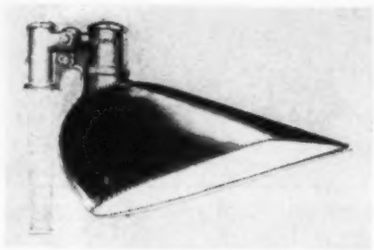
GROUND FITTINGS



Pressure connector ground fittings, for use with conduit wiring, armored and unarmored wires, are made of galvanized malleable iron. Teeth on connector hubs and water pipe clamps permit ground conductors to meet water pipes at any angle. Clamps have reinforcing ribs for extra strength. General Elec. Co., Bridgeport, Conn.

When writing mention WHOLESALER'S SALESMAN

FLOODLIGHT



Improved No. 90 "Diffuso" floodlight has one-piece seamless iron construction, increased illuminating efficiency. Utilizes lamps of from 750 to 1500 watts, is available with pole or bracket mounting. Applications include industrial properties, parking spaces, and athletic fields. Goodrich Elec. Co., Chicago, Ill.

When writing mention WHOLESALER'S SALESMAN

GROUND CONNECTOR

Type GH ground connector for driven rod or pipe may be slipped over top of rod as one-piece assembly, or from the side when head of pipe or rod has been mush-roomed from driving. Burndy Engineering Co., Inc., New York.

When writing mention WHOLESALER'S SALESMAN


PLUGMOLD *Specified* for 550 rooms in this hotel ! !

Typical bedroom in Henry Grady Hotel. Note how inconspicuous PLUGMOLD appears when painted to match walls.

PLUGMOLD is quickly installed. Sufficient slack in wires permits proper and easy location of receptacles.

At the Henry Grady Hotel PLUGMOLD was easily connected to existing boxes and installed between baseboard and molding.

*That's Nice Business*

**Mr. Wholesaler**

Atlanta's Henry Grady Hotel has specified Plugmold for convenience wiring in each of 550 guest rooms. That's profitable business, and there are opportunities like that right in your own territory, not only in hotels but in offices, stores, factories and homes.

In fact, wherever electricity is used for lights, for appliances, for small hand tools or office machines, there is need for the time-saving convenience and greater safety of PLUGMOLD . . . the simple, flexible Wiremold Plug-in-Anywhere Wiring System that permits installation of all the outlets required in exactly the right places. Plugmold becomes a permanent part of the interior trim.

Be prepared to get your share of this business Write today for new Plugmold Literature.

No. 1900 PLUGMOLD for general use: No. 2100 PLUGMOLD for switch controlled circuits and for use in offices, factories, stores etc.

THE WIREMOLD COMPANY
HARTFORD, CONN.

# FIRE ALARMS

***for . . . . PROTECTION of LIFE and PROPERTY***

**Couch Fire Alarm Systems* offer the Electrical Trade an opportunity for Service to Industry at a time when Fire Protection is a Vital Necessity.**

* Approved by Underwriters' Laboratories Inc.

**S. H. COUCH COMPANY, INC.**
NORTH QUINCY, MASS.
*Sales Offices in Principal Cities*
Established 1894

***Manufacturers of Telephone, Code Call and other Communication Equipment.***


MIXER

K-M Power Mix is said to provide ten speeds. Dual bowl position permits use of large and small mixing bowls, is on a turntable that revolves in either position. Tilting motor removable for use at the range. Regularly equipped with juicer attachment and two oven-proof bowls. Knapp Monarch Co., St. Louis, Mo.

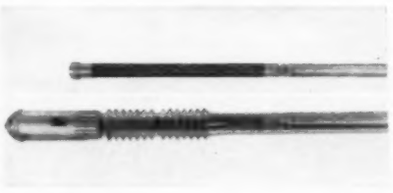
When writing mention **WHOLESALER'S SALESMAN**

ELECTRIC BRAZING UNIT

Electric brazer, No. 60, consists of a power unit or transformer, and a pair of electrically heated pliers. Heat is controlled by on-off foot switch. Operates on 230 volt, 50-60 cycle power supply. Ideal Commutator Dresser Co., Sycamore, Ill.

When writing mention **WHOLESALER'S SALESMAN**

POWER FUSE



Type SMG power fuse is designed for application on high-voltage sides of step-


DESK PEDESTAL VENT-EXHAUST AIR CIRCULATOR *Fans*

THE ULTIMATE IN QUALITY AND PRICE

BELLS BUZZERS TRANSFORMERS

PORTABLE ELECTRIC DRILLS

SIGNAL

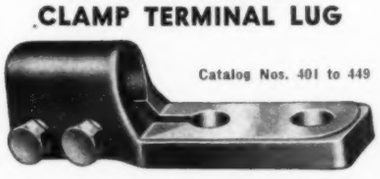
SIGNAL ELECTRIC MFG. CO.
MENOMINEE, MICHIGAN

K&H Solderless Terminal LUGS — A SIZE and TYPE for every need! — K&H Solderless CONNECTORS

**UNIVERSAL PARALLEL TAP CONNECTOR**

For two wires of the same size or two of different sizes.

**PRESSURE TYPE CAST CLAMP TERMINAL LUG**

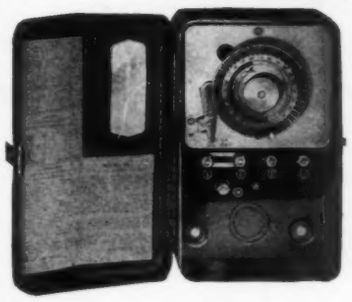



Noted for its simplicity, ease of application and adjustment. Full conductivity and a one-piece structure.

*Write for* **CATALOG 3LC**

**KRUEGER & HUDEPOHL**
336 Vine Street — CINCINNATI, OHIO

YOU CAN REALLY
"Go to town"
with Paragon
300 SERIES TIME SWITCHES



YES SIR . . . you can make some real "folding money" with Paragon 300 Series Time Switches. And here is why . . .

First, you have a thoroughly good unit . . . one that is rugged, durable, precision built and will stand up under hard use . . . one that "stays sold and keeps your customers sold".

Second, you have a quality product at popular prices. Paragon's 40 years of experience plus a large volume of business makes this low price possible.

Third, you have a liberal margin of profit.

Fourth, you have a rapidly growing demand due to the performance of thousands of Paragon units previously sold and to effective national advertising.

So . . . if you are handling Paragon 300 Series now you can well afford to give them extra "sales push". If you are not handling them send for a bulletin giving complete information. Numerous other types available. "Paragon can deliver now".

PARAGON ELECTRIC CO.
403 W. Van Buren St., Chicago, Ill.

Paragon
BUILDERS OF CONTROL INSTRUMENTS SINCE 1905
Chicago


down substations, at sectionalizing points on transmission lines, etc. Short-circuit interrupting ratings range from 9000 amperes r.m.s. for 46 KV fuse, 5000 amperes for 132 KV fuse. Schweitzer & Conrad Inc., Chicago, Ill.

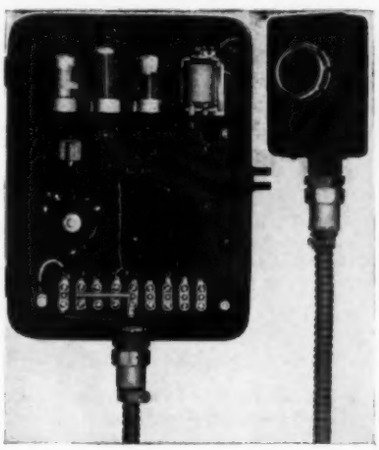
When writing mention WHOLESALER'S SALESMAN

TORCHES

No. 141 torch is for gasoline, No. 142 for kerosene. Filler plug is in funnel shaped bottom. All fittings and bottom plate are mechanically locked to the shell. P. Wall Mfg. Supply Co., Pittsburgh.

When writing mention WHOLESALER'S SALESMAN

PHOTOELECTRIC CONTROL

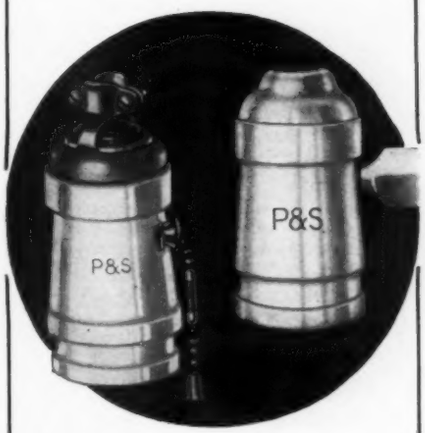


Photoelectric inspection and registration control type A80 regulates or inspects cutting and printing operations on cellophane, paper, cloth, tin, etc. Also used for detecting presence and absence of labels on cans. All amplifying tubes are standard vacuum type. Photoswitch Inc., Cambridge, Mass.

When writing mention WHOLESALER'S SALESMAN


P&S
WIRING DEVICES

for
NATIONAL
DEFENSE




P&S Porcelain Wiring Devices are being used in cantonments throughout the country.

Dependable Performance —Essential to the National Defense Program.

Use P&S Products on your Defense jobs.

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*Catalog on Request*

Pass & Seymour, Inc.
SYRACUSE, N. Y.

# You Can Get BIG BEAM

**AMERICA'S FINEST PORTABLE ELECTRIC LAMP**

***For Immediate Delivery***

**Big Beam is playing its part in**

**NATIONAL DEFENSE**

**Standardized by some of the largest industries throughout the country, and various Departments of the United States Government.**

**Used to guard against sabotage around plants, protection against light failure, high line inspection and repair, and many other uses.**

**#700**
**Powered by 4 #6 Standard Dry Cells**

**#1000**
**Powered by 9 Volt Dry Battery**

**#411**
**Powered by 6 Volt Rechargeable Battery**

***Investigate Big Beam—Write for descriptive literature***

**U. C. LITE MFG. CO.**
**502 North Dearborn St. Chicago, Illinois**



**SELL** TRICO
***POWDER-PACKED***
**RENEWABLE**
**FUSES**

**BECAUSE:**

- It's the most profitable fuse to sell
- It's a fuse without price competition
- Bare links cannot be used in them
- It guarantees you the repeat business
- It's quality assures customer satisfaction
- It's sold under a strict "THRU THE WHOLESALER" policy
- It's nationally advertised

**Get complete details from your TRICO Representative, or write**

**TRICO FUSE MFG. CO., Milwaukee, Wis.**
In Canada: IRVING SMITH LIMITED, Montreal


## Priorities Business

*(Continued from page 53)*

material is consistent with any other regulation that may govern the project.

The preference rating granted to a project will apply only to the materials listed herein and only in such quantities as the Office of Production Management may permit under the order granted. This limitation, unless otherwise defined, shall lie within the limits of good practice.

While the list contains a large number of items under other classifications we quote here those of particular interest to the electrical wholesaler.

Electrical—*Materials eligible for preference ratings to include only:*

*NOTE: Roughing in material limited to the recommendations of the electrical supplies industry on file in the Priorities Section, Office of Production Management.*

1. Underground materials.
2. Overhead materials.
3. Entrance (main) service switch and meter pan or receptacle.
4. Meter.
5. Circuit breaker type distribution panels.
6. Fuse type distribution panels including fuses.
7. Interior wiring method.
   a. For Non-fireproof construction:
      (1) Knob and tube, wire and fittings.
      (2) Wire, and non-metallic sheathed cable.
      (3) Flexible metallic conduit and armored cable, zinc coating limited in thickness to that of standard electroplate for this material.
   b. For fireproof construction:
      (1) Wire.
      (2) Rigid steel conduit, enameled.
      (3) Flexible metallic conduit or armored cable, coated as above noted.
8. Conduit fittings, outlet boxes and wiring devices—number limited, see Note.
9. Plates—switches and convenience outlets, non-metallic.
10. Lighting Fixtures—except aluminum and solid brass or bronze, copper and brass plating permitted.
    a. Indoor fixtures, light gauge spinnings, stampings and drawings; non-metallic (glass, plastics, porcelain, etc.) wherever practicable.
    b. Outdoor fixtures and standards, cast and wrought ferrous metal only.
11. Electrical accessories.
    a. Wiring, bells, buzzers, push buttons and transformers — multi-family dwellings only.
    b. Lock releases — multi-family dwellings only.
    c. Entrance Door Communication


ALLEN — LOOK ON THIS SIDE OF THE ALPHABET — GET THE HABIT

**SODERS RAPIDLY STAINLESS STEEL**

*Send for Free Samples*

**YOU CAN SELL**

- Allen Stainless Steel Flux . . .
- Allen Stainless Steel Soder . . .
- Allen Stainless Steel Polish . . .

**L. B. ALLEN CO., INC.**
6701 Bryn Mawr Ave.
Chicago



***YOU** can't sell your product if you don't tell your salesmen — our readers—the whole story FIRST—*

•

***Tell them* FIRST**
***Tell them* OFTEN**
***Tell them* ALL**
**FOR**
**BETTER SELLING**

•

**WHOLESALER'S SALESMAN**
**330 West 42nd Street, New York, N. Y.**

Pylet with Midget Triploc plug and receptacle

# PYLETS

Available in standard and explosion proof types. Write for new bulletins listing the complete Pylet line and learn the advantages of these improved heavy duty conduit fittings.

•

**PLUGS AND RECEPTACLES**
**VAPORTIGHT FIXTURES**
**FLOODLIGHT PROJECTORS**
**AIRPORT LIGHTING EQUIPMENT**

*Write for bulletins*

**THE PYLE-NATIONAL COMPANY**
1344 North Kostner Avenue
CHICAGO, ILLINOIS



ALLEN

*The* ALLEN *Easy Method of* SODERING

**Builds Good Business—**
*A Flux for every need*

- Sodering Paste
- Sodering Salts
- Sodering Liquid
- Sodering Oil
- Sodering Sticks

*We have a chart which shows the melting point of all Soders—it's free—send for it!*

**L. B. ALLEN CO., INC.**
6701 Bryn Mawr Ave. Chicago, Ill.

**SUPERIOR SERVICE INSULATORS**

•

Superior Quality Service Knobs and House Brackets SEND NOW for complete information and price lists.

**SUPERIOR PORCELAIN CO.**
BOX 669 PARKERSBURG, W. VA.


—multi-family dwellings only.
d. Public telephone systems.

Household Equipment—*to include only:*

1. Ranges and Refrigerators. (As available in the industry.)
2. Incinerator hardware and fittings —ferrous metal, non-metallic coated, multi-family dwellings only.
   Incinerator proper, of non-metallic material only.
3. Refuse receptacles—metal cans, zinc coated, modified as per Federal specifications or phosphate treated and painted.

## OBITUARIES

### Albert S. De Veau

One of the pioneers in the telephone industry, Albert S. De Veau died of a heart attack on September 22nd in Los Angeles. He was 75 years old. During the 1890's he founded a telephone manufacturing company in New York City and merged with Stanley & Patterson a few years later, becoming secretary and a stockholder of the latter firm. More interested in telephones than in electrical supply lines, he arranged to buy the manufacturing part of the business and established a factory in Brooklyn.

In 1917 Mr. De Veau again affiliated with Stanley & Patterson as sales manager of the telephone department. About six years later he resigned to set up a manufacturers' agency in the eastern territory. Some time after this, Mr. DeVeau and his son, Albert S., Jr., transferred their agency business to Los Angeles. Mr. De Veau was engaged in this activity at the time of his death.

## MORE FACTS ON PRODUCTS

**Fluorescent Fixtures**—A heavily illustrated 24-page brochure presents the standard and custom-built fluorescent fixtures made by The Frink Corp., Long Island City, New York, gives engineering and design data, graphic charts, etc.

**Loudspeaker-Telephone**—Catalog No. 26, published by the Remler Company Ltd., San Francisco, covers their line of loudspeaker telephones, gives prices, specifications, installation data, etc.

**Portable Lamps**—The exceptionally attractive 1941-42 catalog of The Mitchell Manufacturing Company of Chicago shows the company's line of 1941-42 floor and table lamps, features I.E.S. models, gives price schedules and other pertinent information about models.

**Wire and Cable** — Catalog 59-104B, published by General Electric Co., Bridgeport, Conn., illustrates and describes their line of Deltabeston abestos-insulated and glass-insulated wire and cable, gives technical data on materials and construction.


The MOST COMPLETE LINE OF *Conductor Fittings*

FLEXIBLE BRAID connections, any rating, single or multiple.

**You need a Penn-Union Catalog, to have** an idea of the immense variety of connectors we make. Practically every good type—*in a complete range of sizes.*

STUD CONNECTORS for single or multiple flat bus, to tubing or cable.

BUS SUPPORTS of many types, standard and special – for tubing, bar or cable. Bus bar clamps, spacers.

CLAMP TYPE elbows, straight connectors and reducers, tees, cross connectors, terminals.

HINGED E-Z TEE takes a wide range of conductor sizes. Many other types of tees.

DEAD-END CLAMPS and complete line of U-clips, nuts and washers.

Also Terminal Lugs, Service Connectors, Cable Taps, etc. See Catalog.

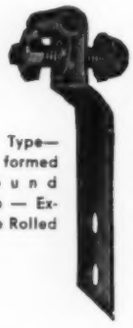
**Every fitting is Dependable,** mechanically and electrically. That's why so many of the largest users have standardized on PENN-UNION.

*Sold by Leading Jobbers*
**PENN-UNION ELECTRIC CORPORATION**
ERIE, PA.

**PENN-UNION**
Conductor Fittings

# *Easy*—To Install—
## Utterly Dependable

Type G F 2—Solder or Solderless Fitting for Rigid Conduit.



Strap Type—Pre-formed Ground Clamp — Exclusive Rolled End.

Sherman provides a complete line of ground clamps and rigid ground fittings—all uniformly easy to install, with improvements in design that insure positive permanent contact. Write for catalog showing the complete line of Sherman electrical specialties.

**H. B. Sherman Mfg. Co.**
Battle Creek, Michigan

*Sherman* **Ground Fittings**

**ILSCO**
**SOLDERLESS CONNECTORS**

**HAVE YOU TRIED**
**The New Ilsco Lugs?**

**BUILT FOR OVERLOADS!**

The new design—as passed by the Underwriters' Laboratories May 1, 1940.

GENTLEMEN:
SEND ME new Catalog & Sample!

**MAIL COUPON TODAY**

Name .....
Firm .....
Address .....
City and State.....

**ILSCO COPPER TUBE AND PRODUCTS, INC.**
5629 MADISON ROAD — CIN., O.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Nove

EARL WHITEHORNE
1881-1941

TWENTY YEARS AGO a tall, loose-jointed, attention-commanding gentleman came down the aisle toward our office. As he walked along, his glances took in pretty much everything along the line—the desks, the people working there, the pictures on the wall.

He was whistling softly all the while, right up to the moment of entering. We shook hands. He dropped sprawling into a chair, started talking first about the weather, then about the place, about business conditions and finally about the great need for developing better merchandising talent in the electrical industry.

It was Earl Whitehorne. Our first meeting with him.

He wanted to know about certain cooperative activities that had been initiated in our territory for the purpose of building more and better retail outlets for electrical appliances. He said the story needed telling, so that the plan could be followed elsewhere, and subsequently he told the story—in ELECTRICAL MERCHANDISING.

Fifteen years or so ago—The National Electrical Contractors Convention at West Baden. Earl was our "bunkie" in one of those large queerly shaped rooms set into the outer shell of that big circular colossus of a building, moved there after Chicago's 1892 Columbian Exhibition

We had had a hard day of greetings, meetings and chatter. Earl was whistling as he got into his pajamas and we asked him whether he perhaps whistled in his sleep. (Never having bunked with him before).

"No," he said, "I don't think I do, but I do whistle a lot."

Then he told how he started his career as helper to an electrician. His first job to work on was the installing of some new lighting systems in a factory.

Being the helper and general handy man for the job, Earl had to run here and there, get tools, wire, fittings, climb around machines, up and down ladders, etc. In other words, Earl was all over the shop, and wherever he went—he whistled.

When the quitting whistle blew and it was time to go home, the superintendent of the shop came over and asked Earl's boss whether they were through with the job. No! They were not! There were several more days of work to do. "Well," said the super, "if you have to come back, for Pete's sake, leave that canary home," pointing to Earl.

Little did that superintendent suspect that the whistling which had annoyed him really was the overture to an orchestral theme that was going to be heard—and respectfully listened to—even by the greatest of men that the electrical industry, then still an infant, has produced and honored since.

If that orchestral theme were to have a title, it would have to be called "COOPERATION", for the advancement of every branch of the electrical industry was Earl Whitehorne's heart interest, and he knew that cooperation was the first and most important means to that end.

With a vision of greater good and greater service ever before his eyes, he preached cooperation to the electric utilities, to the manufacturers, to the wholesalers, to the contractors, to the inspectors.

Wherever some major interests broached a plan that might do harm to some other branch of the industry, there Earl Whitehorne could be found in the thick of the battle, arguing, pleading, fighting for fairness and justice. Always his heart and eyes were set on the objective of making the electrical industry a more cohesive, more compact, more effective agency for good in the general scheme of things.

Using the English language with rare skill, color and force, Earl Whitehorne wrote many editorials for ELECTRICAL WORLD, ELECTRICAL MERCHANDISING, ELECTRICAL CONTRACTING, and WHOLESALER'S SALESMAN that not merely commanded the interest and respect of the thousands who read them, but they constituted an active, virile, potent force that by its unique impact helped to shape the course of progress for the electrical industry.—

Yesterday Earl Whitehorne passed away.

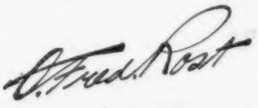
In his going we have lost a friend, a counsellor and a companion. The electrical industry has lost at once one of its most enthusiastic defenders and most honest critics who had contributed abundantly toward shaping its course wisely in the last two decades.

Our deepest sympathy goes to those to whom Earl was a part of life as husband, father, relative, for theirs is by far the greater loss.

Yet, if there can be consolation in such hour, we must surely find it in the knowledge that Earl Whitehorne's gallant spirit will live on — in the hearts of all who knew him.

Personally, we like to think of Earl Whitehorne, walking nonchalantly into the Great Beyond, whistling softly as he did through life, observing, understanding, keen, just,— there to enjoy in peace and glory an eternal postlude to the great orchestration that was his life work — COOPERATION.

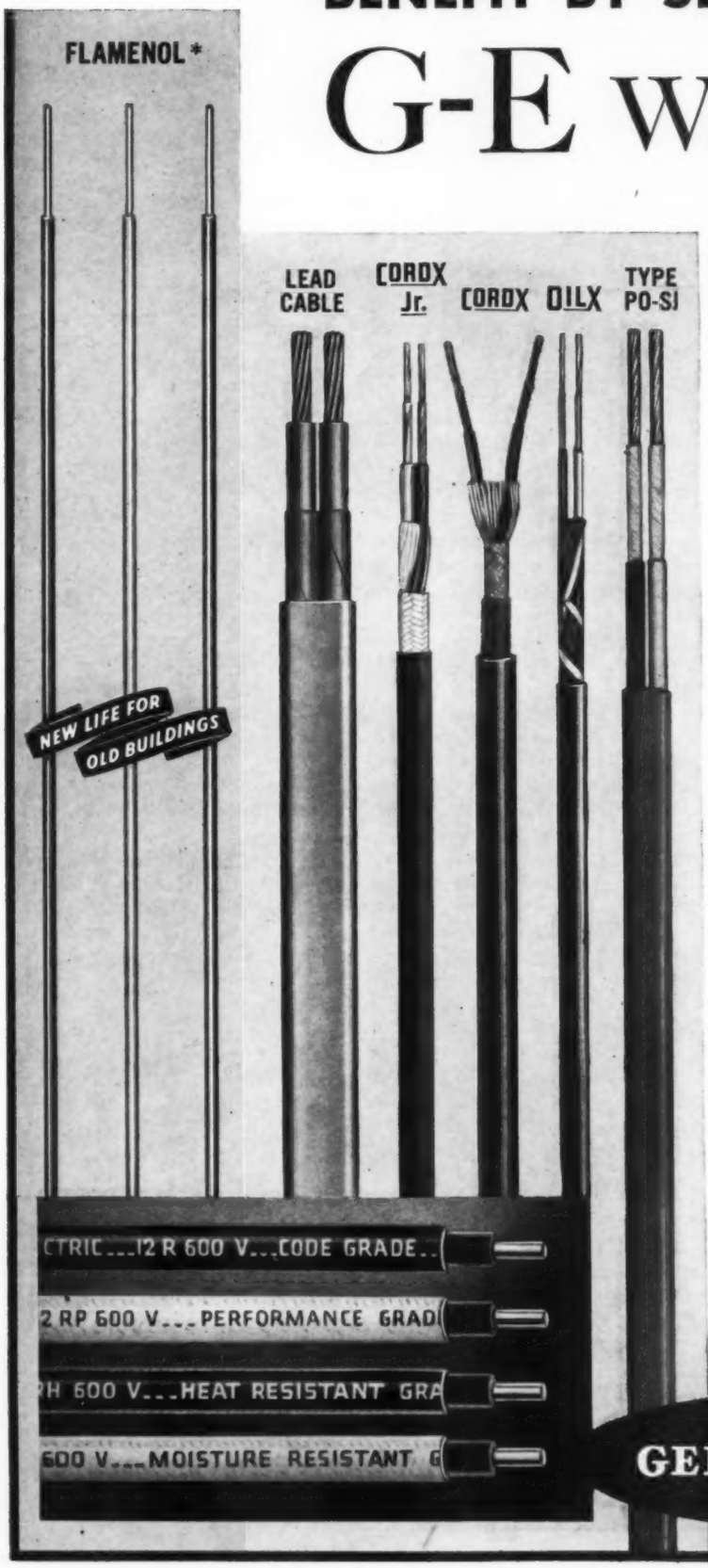
OCTOBER 24TH, 1941



# Why Distributor Salesmen

## BENEFIT BY SELLING

# G-E Wire and Cable




Distributor salesmen have these four advantages when selling General Electric Wire and Cable.

1. **Complete Line**—Customers can be supplied with (1) all sizes of Types R, RP, RH, and RW building wire 600-volt service; (2) Flamenol small diameter synthetic insulated building wire, sizes 14 to 4/0 for rewiring existing raceways; and a large range of sizes of 1-, 2-, and 3-conductor leaded building wire and cable. In addition all types of all-rubber and braided cords are in the G-E line starting with CORDX, General Electric's outstanding 60 per cent Type S.
2. **High Quality**—G-E wires and cables are made of the finest raw materials obtainable. Careful, modern manufacturing processes assure uniformity. For instance insulation is cured by continuous vulcanization which provides exact centering of conductors and makes stripping easy.
3. **New Products**—G-E engineers and chemists are constantly improving the construction of G-E wires and the formulas used for insulating compounds. For instance a new wrap between the core and the jacket makes CORDX extremely flexible. Moreover, new wires are constantly being developed. Flamenol is a recent example.
4. **G-E Monogram**—Customers know that wires and cables carrying the G-E monogram are high quality, dependable products.

Distributor salesmen naturally benefit from these advantages when selling G-E wire and cable. They have talking points that will interest prospective customers and they know that G-E wires back up these points. Wiring Materials Section, General Electric Co., Appliance and Merchandise Department, Bridgeport, Conn.

*Reg. U.S. Pat. Off.

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